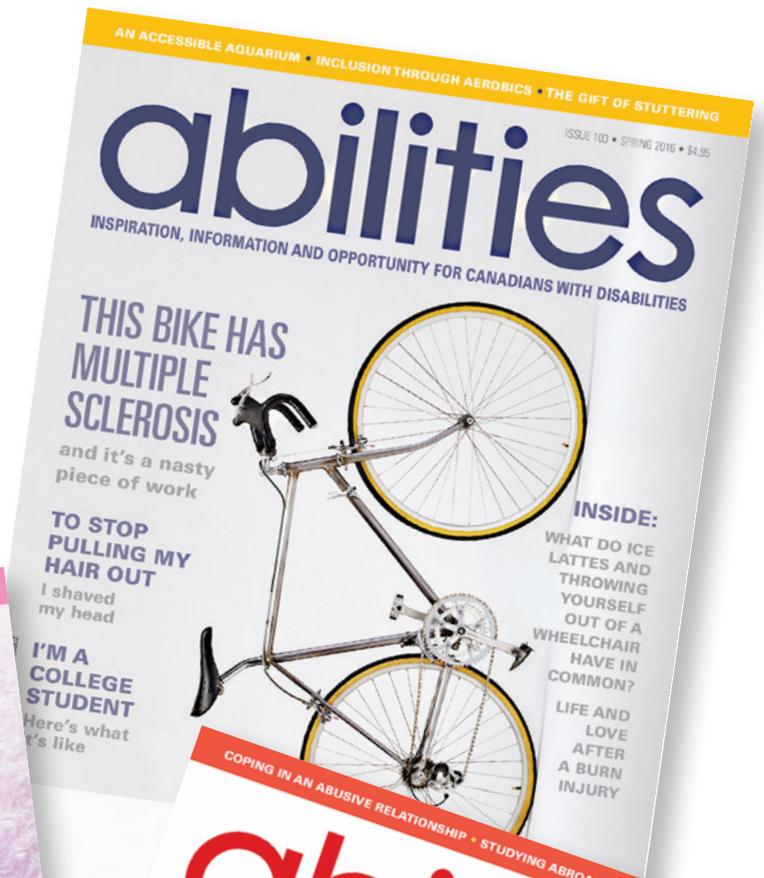


Canadian Abilities Foundation: Canada's **exclusive** cross-disability network

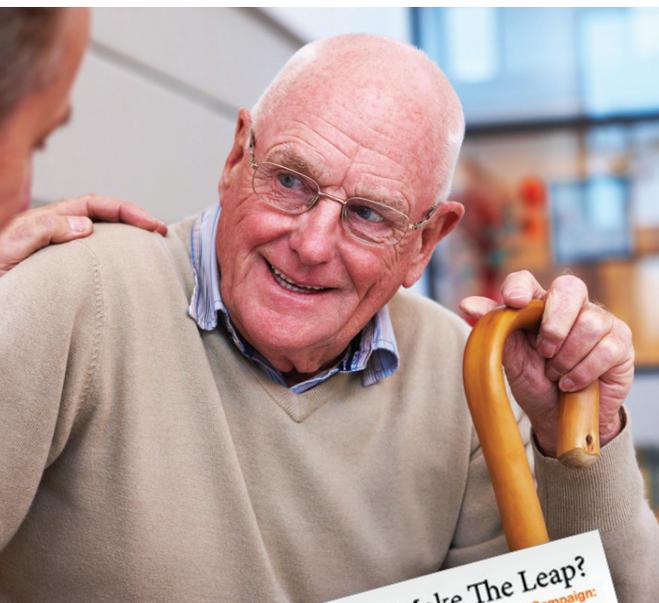


2018 Media Kit

Readership & Content

With a minimum run of 20,000 highly targeted copies in the print version, and over 65,000 subscribers to the digital edition, *Abilities* is read by an estimated 255,000 people across Canada. Add to this an average of 22,600 visits to the website (abilities.ca) each month and it becomes very clear - *Abilities* reach is formidable. We target:

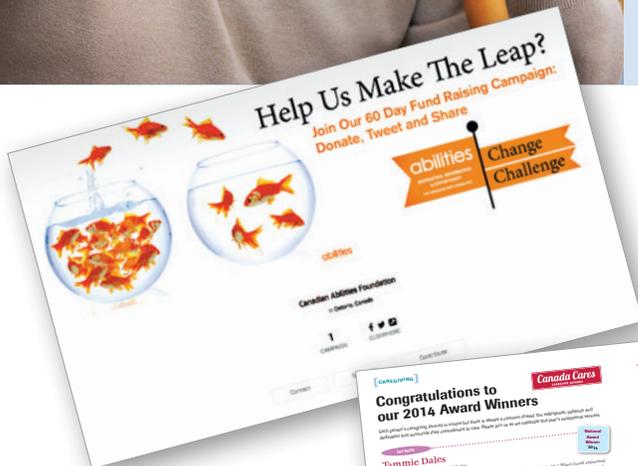
- Consumers
- Family members
- Influencers and key associations and stakeholders



Why Advertise?

Our readers want to know it all! If you have information about a product or service... whether it's related to employment, training, technology, health, sports, transportation, travel, mobility, housing, coming events, parenting, education, sexuality or leisure... they will be watching for it in *Abilities*!

- **Advertise in the pages of *Abilities***, Canada's foremost publication serving people with disabilities.
- **Link your ad in *Abilities*** magazine digital edition directly to your website – abilities.ca.
- **Inform our network** about your organization, products or services by participating in the *Abilities* Forum section.
- **Participate in our online and social media network** to build awareness and drive traffic.



National Campaigns and Promotions



Our network offers markets to access a targeted audience for matters related to:

- Employment
- Customer service
- Promotions and new product launches
- Print and special media awareness



From youth to seniors, and province-to-province, or editorial messages encourage diversity, inclusion and accommodation.

Print Advertising Rates

FOUR COLOUR

SIZE	1X RATE FOUR COLOUR	2X RATE FOUR COLOUR	3X RATE FOUR COLOUR	4X RATE FOUR COLOUR
Full Page	\$ 3,340	\$ 3,085	\$ 2,985	\$ 2,910
2/3 Page	\$ 2,600	\$ 2,425	\$ 2,345	\$ 2,295
1/2 Page	\$ 1,825	\$ 1,690	\$ 1,635	\$ 1,610
1/3 Page	\$ 1,555	\$ 1,430	\$ 1,375	\$ 1,355
1/4 Page	\$ 1,025	\$ 945	\$ 920	\$ 895
1/6 Page	\$ 615	\$ 590	\$ 560	\$ 535

PRINT COVER & PREMIUM POSITIONS

POSITION	1X RATE FOUR COLOUR	2X RATE FOUR COLOUR	3X RATE FOUR COLOUR	4X RATE FOUR COLOUR
Inside Front Cover	\$ 4,210	\$ 4,080	\$ 3,980	\$ 3,875
Inside Back Cover	\$ 3,955	\$ 3,825	\$ 3,775	\$ 3,570
Outside Back Cover	\$ 4,540	\$ 4,415	\$ 4,335	\$ 4,130

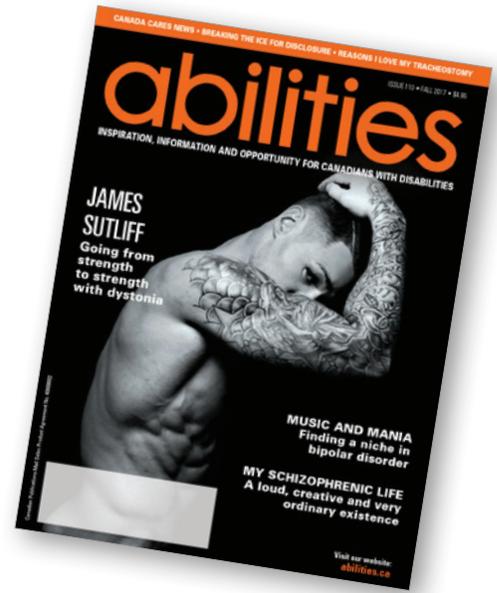
ABILITIES FORUMS



Sponsored editorial to tell your story and promote your news, events or opportunities is available in full-page and half-page formats. With forums, you provide the content, which we edit and produce a layout incorporating your images and logos. Once you approve it, we place it in the issue.

A full-page forum, with logo and possibly images allows for about **600 words** of text.
\$1,750 plus HST.

A half-page forum, which will allow for about **250 words** of text.
\$900 plus HST.



ONLINE AD SIZES & RATES



All of the advertising in the digital edition of *Abilities* have active links to your website. However, we also offer banner advertising and box advertising on our website, abilities.ca.

You can use this to support your print advertising in *Abilities* magazine, or on a standalone basis. All we need is your artwork in JPG, or GIF format, and the URL that you want us to link the ad to.

With 22,600 page views per month, your banner or box ad will help drive people to your website all day, every day!

**ASK ABOUT
CUSTOM
CAMPAIGNS**

BANNER ADS

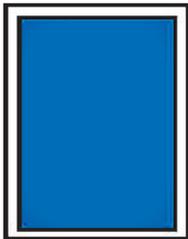
728 pixels wide x 90 pixels tall (150 ppi):
\$1,000.00 plus HST per 3 months.

SIDE ADS

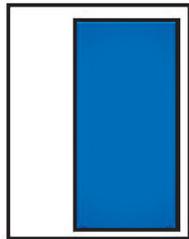
300 pixels wide x 600 pixels tall (150 ppi):
3 Months – **\$700.00 (plus HST)**
300 pixels wide x 300 pixels tall (150 ppi):
3 Months – **\$500.00 (plus HST)**

For print & interactive packages contact Caroline Tapp-McDougall at 647-268-6749 today!

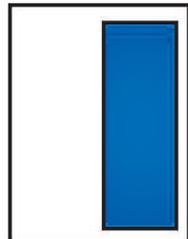
Print Advertising Specifications



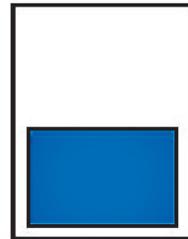
FULL PAGE



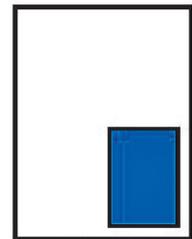
2/3 VERTICAL



1/2 VERTICAL



1/2 HORIZONTAL



1/4 VERTICAL

PRINT ADVERTISING SIZES

SIZE	WIDTH	DEPTH
Full Page (bleed)	8 3/8"	11 1/8"
Full Page (trim)	8 1/8"	10 7/8"
Full Page (live area)	7"	10"
2/3 (Vertical)	4 1/2"	10"
1/2 (Vertical)	3 3/8"	10"
1/2 (Horizontal)	7"	5"
1/4 (Vertical)	3 3/8"	5"

MECHANICAL REQUIREMENTS (Full Page)

SIZE IN INCHES	WIDTH		DEPTH
Type Area	7"	x	10"
Trim Size	8 1/8"	x	10 7/8"
Bleed Size	8 3/8"	x	11 1/8"

Halftone Screen: 350 lines maximum

All **Forum** submissions are included in full in our digital editions and are displayed at **abilities.ca** and linked to the home page of participating organizations.

All ads are displayed in our digital edition at **abilities.ca** and are linked to the home page of advertisers.

PRODUCTION SPECIFICATIONS

Digital files: Preferred format is a high resolution (350dpi) PDF file, provided all the fonts are embedded, and all colour is converted to CMYK. Please include a laser copy for reference. All colour files must be accompanied by a colour proof of separated laser proofs. Publisher assumes no responsibility for accuracy when a proof is not provided.

PUBLISHING DATES

Spring 2018 (Issue 112)

Deadline for forum content submission: Friday, March 09
 Deadline for display ads: Friday, March 23
 Release date: Friday, April 20

Summer 2018 (Issue 113)

Deadline for forum content submission: Friday, June 15
 Deadline for display ads: Friday, June 22
 Release date: Friday, July 27

Fall 2018 (Issue 114)

Deadline for forum content submission: Friday, September 14
 Deadline for display ads: Friday, September 28
 Release date: Friday, November 02

Winter 2018/19 (Issue 115)

Deadline for forum content submission: Friday, November 16
 Deadline for display ads: Friday, November 30
 Release date: Friday, December 28

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 Email: caroline@bcsgroup.com
www.abilities.ca