



**crafts association
of british columbia**

Craft Contacts has a circulation of 1000 copies. It is directed to a target audience of craftspeople working in glass, metal, fibre, wood and ceramics in British Columbia as well as supporters of craft. It is published quarterly. CABC is a network of crafts professionals dedicated to the development of excellence in crafts.

Craft Contacts Advertising Rates

2008 - 2009 Advertising Rates							
Display Ads:	Dimensions	1 issue		2 - 3 issues		4 issues	
		B&W / Colour	B & W / Colour	B & W / Colour	B & W / Colour		
A	9 3/4" w x 7 1/4" h (horizontal)	225.00	290.00	195.00	255.00	185.00	240.00
B	4 1/2" w x 7 1/4" h (vertical)	115.00	150.00	100.00	130.00	95.00	125.00
C	4 1/2" w x 3 1/2" h (horizontal)	70.00	90.00	65.00	85.00	60.00	80.00
D	2" w x 3 1/2" h (vertical)	55.00	70.00	50.00	65.00	45.00	60.00
Classified Ads:	40 words maximum	40.00	n/a	35.00	n/a	30.00	n/a

Inserts	Rates
under 10 grams	\$110.00
10 - 20 grams	\$220.00
20 - 30 grams	\$330.00
30 - 40 grams	\$440.00

Ad Guidelines

- ♦ Measurements of ads *must* be exact in size. If ads have to be adjusted a minimum of \$20.00 will be charged to the advertiser. The preferred formats for display ads are TIF, PDF or EPS; these ads can be sent to CABC's email address: info@cabc.net or calvin.taplay@cabc.net
- ♦ Ad layout services are available for the price of \$40.00 for a basic ad layout plus proof.
- ♦ If an ad has shading it must be printed on a Laser printer and should be printed at 85 lines per inch.
- ♦ Advertisers are billed and mailed invoices with the newsletter mail-out; New Advertisers are required to book with a credit card number or pre-pay for an advertisement.
- ♦ Rates are subject to change.
- ♦ The rate for display advertising on the CABC website (for 12 months), www.cabc.net, is \$260.00.
- ♦ Prices do not include gst. Multiple issues must be booked in advance for the discounts to apply.
- ♦ CABC must receive any changes to an existing ad prior to the artwork deadline as advertisements can not be pulled once this deadline has passed. In either case, following the space reservation deadline, the advertiser will be invoiced for the reserved ad space.

2008-2009 Advertising Deadlines		
Issue	Space must be reserved by:	Artwork must be received by:
March/April/May 2008	January 25, 2008	February 1, 2008
June/July/August 2008	April 25, 2008	May 2, 2008
September/October/November 2008	July 25, 2008	August 1, 2008
Dec. 2008/January/February 2009	October 24, 2008	November 7, 2008
March/April/May 2009	January 26, 2009	January 30, 2009
June/July/August 2009	April 27, 2009	May 1, 2009

If you would like to place an advertisement please contact Calvin Taplay, CABC Office, 1386 Cartwright Street, Granville Island, Vancouver, BC V6H 3R8, Monday to Friday (604) 687-6511 or toll-free (in BC) 1-888-687-6511, 10:00am – 5:00pm PDT / PST.