



# Bulletin

Canadian Radiation Protection Association  
Association canadienne de radioprotection

## 2015 Advertising Rates & Specifications

### About CRPA/ACRP

Canadian Radiation Protection Association / Association canadienne de radioprotection (CRPA/ACRP) was incorporated in 1982. The objectives of the association are

- to develop scientific knowledge and practical means for protecting man and his environment from the harmful effects of radiation consistent with the optimum use of radiation for the benefit of mankind,
- to further the exchange of scientific and technical information relating to the science and practice of radiation protection,
- to encourage research and scientific publications dedicated to the science and practice of radiation protection,
- to promote educational opportunities in those disciplines that support the science and practice of radiation protection,
- to assist in the development of professional standards in the discipline of radiation protection, and
- to support relevant activities of other societies, associations, or organizations, both national and international.

Members of the association are drawn from all areas of radiation protection, including hospitals, universities, the nuclear power industry, and all levels of government.

### The CRPA/ACRP Bulletin

The association publishes the *Bulletin* three times per year and distributes it to all members. Corporate members are listed in each issue of the *Bulletin*.

### Advertising in the Bulletin

Advertising in the CRPA *Bulletin* ACRP delivers your message to the heart of the Canadian radiation protection community through an association and a publication readers know and trust. The editorial content of the *Bulletin* delivers the insights, contacts, information, advice, and valuable solutions that people in radiation protection need to stay at the forefront of their profession.

If you want to reach the radiation protection community, the targeted nature of the *Bulletin* will get your message out to people who are interested in what you sell or do.

### Circulation

Published by CRPA/ACRP, the *Bulletin* is distributed free to the association's 400 members. In addition, the newsletter is available by subscription to non-members, such as libraries.

The annual CRPA/ACRP conference (<http://crpa-acrp.org/conference>) offers a **special bonus for Bulletin advertisers**. In addition to distributing our special "conference issue" to our mailing list, we also include it in the conference bags. It's a fabulous opportunity for advertisers to reach an even broader audience for the same price as our regular ads.

### Publishing Schedule

The *Bulletin* is published every four months. Exact publication dates vary; however, our target deadlines are as follows:

Issue	Distribution	Ad Deadline
Number 1	January	December 1
Number 2	May	April 1
Number 3	September	August 1



# Bulletin

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## Mechanical Specifications

- page size 8.375" x 10.875"
- average of 32 pages per issue
- four-colour process throughout

### Advertisement Sizes / Rates

Size	Dimensions (width x height)	Rates	
		member	non-member
full-page	7.375" x 9.375" 8.625" x 11.375" (with bleeds)	\$525	\$735
half-page	3.625" x 9.375" 7.375" x 4.625"	\$315	\$475
quarter-page	3.625" x 4.625" 7.375" x 2.375"	\$240	\$370
inserts*	maximum 10" x 12"	\$395	\$525
Short Course listing	approx. 50 words per inch	\$10 / column inch	n/a

\* subject to CRPA Board of Directors approval

### Display Requirements

All display advertisements must be supplied as print-ready digital files. If design services are required, this should be negotiated with the production team independently (email Michelle Boulton at michelle.com@shaw.ca).

Digital files must comply with the following specifications:

- All ads must be CMYK (four-colour process).
- Accepted file formats include tiff, eps, jpg, or pdf.
- Ads should be at least 300 dpi at the finished size.
- Ads must conform to the pre-defined sizes.

### Insert Requirements

Mechanical specifications for rectangular standard inserts

- Maximum size:
  - 12" long (along the folded edge)
  - 10" wide (perpendicular to folded edge)
- Minimum size: 5" x 7" (includes cards and envelopes)
- Maximum thickness: 0.25"

### Short Courses



**Short Courses**

Our Short Courses section is available **exclusively for CRPA members**. If your organization provides training and is a CRPA member, you can advertise your courses in this text-only training section.

### Other Considerations

- Advertorials will be accepted at the same rates as display advertising. These must arrive print ready (see Requirements). If writing, editing, proofreading, or design services are required, these may be negotiated independently with the production team (email Michelle Boulton at michelle.com@shaw.ca).
- Preferential placement may be available for an additional \$75.
- All rates are for full colour (at no additional cost).
- When more than one advertisement is booked and paid at one time, the following frequency discounts apply:
  - 2 ads . . . save 10%
  - 3 ads . . . save 15%

For questions regarding advertisement rates, specifications, digital requirements, or submission guidelines, please contact Michelle Boulton at michelle.com@shaw.ca.

## Submissions

To place an ad in *the Bulletin*, contact

**Michelle Boulton**  
Production Manager  
CRPA Bulletin

ph 306-343-8519  
email michelle.com@shaw.ca

