Newsletter Advertising

The Checklist team is excited to share your service or product with commissioning professionals. We've assembled this rate card to help determine the ad size, placement and cost per issue that would be best suited for your organization. In addition, artwork guidelines for file setup and submission are included below. If you have any questions, please contact Sheri Adams at sadams@bcxa.org.

## SIZE

<table>
<thead>
<tr>
<th>TYPE</th>
<th>SIZE</th>
</tr>
</thead>
<tbody>
<tr>
<td>FULL PAGE</td>
<td>8”w x 10.5”h (Live); 8.5”w x 11”h (Trim); 8.75”w x 11.25”h (Bleed)</td>
</tr>
<tr>
<td>1/2 PAGE (Horizontal)</td>
<td>8”w x 4.5”h (Live); 8.5”w x 4.833”h (Trim); 8.75”w x 5.1”h (Bleed)</td>
</tr>
<tr>
<td>1/4 PAGE</td>
<td>3.8”w x 4.5”h (Live); 4.1667”w x 4.833”h (Trim); 4.5”w x 5.1”h (Bleed)</td>
</tr>
<tr>
<td>1 COLUMN (Vertical)</td>
<td>2.63”w x 10.5”h (Live); 2.97”w x 11”h (Trim); 3.25”w x 11.25”h (Bleed)</td>
</tr>
<tr>
<td>2 COLUMN (Vertical)</td>
<td>5”w x 10.5”h (Live); 5.3”w x 11”h (Trim); 5.625”w x 11.25”h (Bleed)</td>
</tr>
</tbody>
</table>

## PLACEMENT

While a full page ad on the back cover or inside front cover can really make an impression, there are other places within the newsletter worth considering. Please review the following breakdown of available ad locations and the rate per ad placement.

<table>
<thead>
<tr>
<th>TYPE</th>
<th>PLACEMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>FULL PAGE</td>
<td>Back Cover</td>
</tr>
<tr>
<td>1/2 PAGE</td>
<td>Anywhere (No Feature)</td>
</tr>
<tr>
<td>1/4 PAGE</td>
<td>Anywhere (No Feature)</td>
</tr>
<tr>
<td>1 COLUMN</td>
<td>Feature Article (2nd Page)</td>
</tr>
<tr>
<td>2 COLUMN</td>
<td>Anywhere (No Feature)</td>
</tr>
<tr>
<td>1/2 PAGE</td>
<td>Feature Article (2nd Page)</td>
</tr>
<tr>
<td>1/4 PAGE</td>
<td>Feature Article (2nd Page)</td>
</tr>
<tr>
<td>1 COLUMN</td>
<td>Feature Article (2nd Page)</td>
</tr>
<tr>
<td>2 COLUMN</td>
<td>Feature Article (2nd Page)</td>
</tr>
</tbody>
</table>

## ARTWORK

Please email artwork to sadams@bcxa.org. If your artwork exceeds 10MB we will provide instructions on uploading files, please contact us for more details.

- **FORMAT:** PDF or an EPS (Convert Fonts to Outlines)
- **IMAGES:** 300 dpi
- **COLOR:** CMYK (Convert all PMS and RGB Colors to CMYK Process)