



# YOUR AD WITH THE RMTBC REVIEW

Biannual Magazine on the Massage Therapy Profession | Published by the RMTBC

## ADVERTISING RATES & SPECIFICATIONS

### ABOUT THE MAGAZINE

The RMTBC Review is a newly designed digital publication distributed to over **3500 RMTBC members** and other health care professionals in BC, in addition to associate organizations and members of the public across Canada and the US. All issues are downloadable and **remain evergreen** on the RMTBC website [www.rmtbc.ca/magazine](http://www.rmtbc.ca/magazine).

#### FREE: ADD YOUR HYPERLINK!

We now offer click-through ads! Support your call to action and get more views with a FREE link (two for full-page) to the web page of your choice. Your entire ad space will be clickable unless otherwise specified, no need to spell out the entire URL. Just let us know the destination!

#### FREE: LAYOUT SERVICE FOR MEMBERS!

Want to advertise but don't have the time or budget to make a layout? We can help with basic creative services. Send a print-quality logo and short message with your order, and we will create a simple display ad. Content corrections are included, but not creative requests or other imagery.

**MEMBERS  
SPECIAL OFFER  
20% OFF  
all pricing!**

ISSUE	EARLY BIRD RATES	SPACE CLOSED	MATERIAL DUE
Spring/Summer 2022	Before March 1 <sup>st</sup> 2022	April 7 <sup>th</sup> 2022	April 14 <sup>th</sup> 2022
Fall/Winter 2022	Before Sept 1 <sup>st</sup> 2022	October 6 <sup>th</sup> 2022	October 14 <sup>th</sup> 2022

PLACEMENT		WIDTH	HEIGHT	EARLY BIRD	STANDARD
1/8 Page	Business Card H	3.6" x	2.28"	\$130	\$185
1/4 Page	Horizontal	7.5" x	2.28"	\$250	\$355
	Vertical	3.6" x	4.85"		
1/3 Page	Horizontal	7.5" x	3.13"	\$330	\$475
	Vertical	2.3" x	10"		
1/2 Page	Horizontal	7.5" x	4.85"	\$427	\$610
	Vertical	3.6" x	10"		
Full Page	Vertical*	8.5" x	11"	\$640	\$910
	Inside Covers*	8.5" x	11"	\$760	\$1080
	Outside Back*	8.5" x	11"	\$850	\$1210
2P Spread or Multiple Ads		-		Please contact us	

### SPECIFICATIONS

#### Format for Artwork

- high quality print-ready PDF
- images at 300 DPI
- embed all fonts or convert to outlines
- for full bleed, please provide trim marks
- keep all critical info 1/2" from the trim
- custom colours are matched in process

#### Distribution

Digital with print copies by request

#### Submission Guidelines

Please email your ad, PDF only, to

[maureen@rmtbc.ca](mailto:maureen@rmtbc.ca)

If the file size is too large, consider sending via [www.wetransfer.com](http://www.wetransfer.com).

#### POLICY

- All rates are net and in Canadian dollars
- Rates do not include GST
- Production charges are included
- Advertising non-cancellable after closing date
- Unless otherwise specified, rates now apply to only one issue of the magazine

\* Full page ads are 8.5" x 11" plus a 0.125" bleed on each side. Safe zone is 7.5" x 10" with no bleed.

To advertise with us and for all inquiries including: Multiple ad discounts, adding more URL links and printing requests, please contact Maureen Fleming at [maureen@rmtbc.ca](mailto:maureen@rmtbc.ca). For other advertising opportunities, visit [rmtbc.ca/advertising](http://rmtbc.ca/advertising)