

BCEA CONNECTOR

British Columbia Electrical Association

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ADVERTISING RATE CHART #5 Effective October 2002

The Connector is published quarterly by the BC Electrical Association and is distributed to approximately 6000 people directly involved in the electrical industry in British Columbia.

The mandate of the BC Electrical Association is to provide quality information services and to promote activities beneficial to the electrical industry in British Columbia.

Size	1 X Buy	2 X Buy	3 X Buy	4 X Buy	4 X Savings
2 page (L1,L2)	2100	2000	1925	1875	900
1 " (K)	1175	1100	1050	980	780
3/4 " (J)	960	910	850	800	640
2/3 " (I)	840	785	750	730	400
1/2 " (G,H)	650	615	580	545	420
1/3 " (E,F)	495	465	440	410	340
1/4 " (C,D)	375	335	315	290	340
1/6 " (A,B)	215	190	180	170	180

BCEA MEMBERS receive a 15% discount off published rates.

AGENCY FEES ARE NOT REFLECTED IN THE ABOVE COSTS.

ART WORK - The price is for black and white advertisements, and assumes that electronic artwork is supplied and requires no additional production. Any production required, including artwork, typesetting, photography, etc will be charged back to the advertiser.

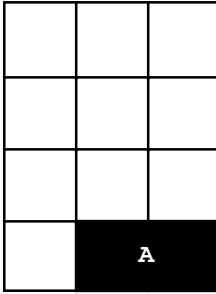
COLOUR - The price for standard colour is \$200 per colour; four colour process is \$500. For special colour requirements, contact the BCEA.

FILES ACCEPTED - The Connector is produced using Adobe Pagemaker on the PC platform. We can also accept Mac or PC files created in Pagemaker, Quark Xpress, Indesign, Illustrator and PhotoShop, and properly formatted Hi-Res PDF files. **FONTS** should be supplied or the type should be converted to curves, support files such as pictures and logos should be supplied.

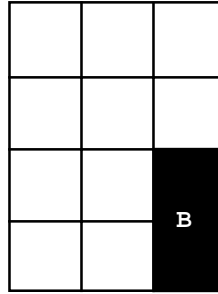
IMAGES - Logos should be in vector format (eps) with all type converted to outlines. Use tiffs for photos at a resolution of at least 266dpi @ 100%. Web graphics cannot be used. Electronic files should be created using the colour or colours to be printed. All RGB images should be converted to CMYK. Single or two colour ads should be created using only those colours.

MATERIAL can be supplied on CD Rom, Zip 100, Zip 200, FTP or by email. To email an ad, send the ad files and support files as a single stuffit attached to the email. Include the program used to create the ad, in what format, with a contact name and number. A faxed copy of the ad should be sent.

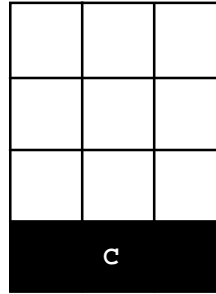
PROOFS - All ad files should include a proof of the ad. A colour proof should be supplied for a four-colour ad.



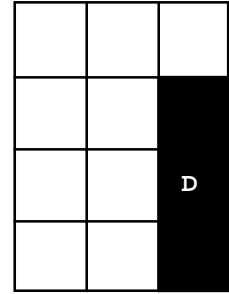
A: 5w x 2.5h in
(1/6 page)



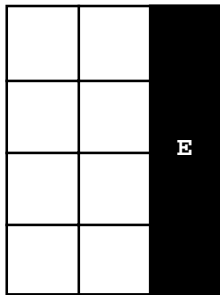
B: 2.5w x 5h in
(1/6 page)



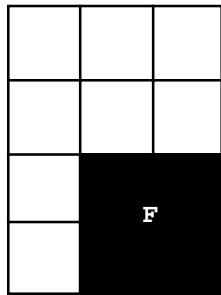
C: 7.5w x 2.5h in
(1/4 page)



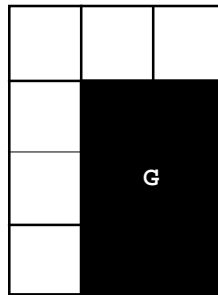
D: 2.5w x 7.5h in
(1/4 page)



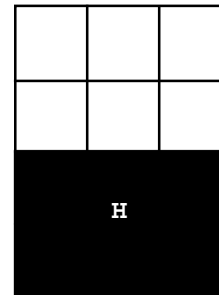
E: 2.5w x 10.75h in
(1/3 page)



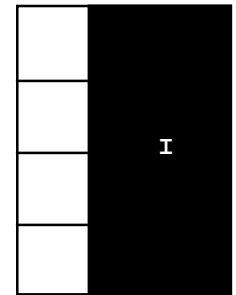
F: 5w x 5h in
(1/3 page)



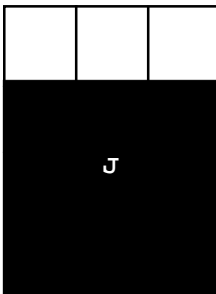
G: 5w x 7.5h in
(1/2 page)



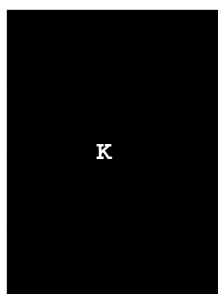
H: 7.5w x 5h in
(1/2 page)



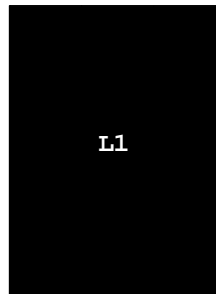
I: 5w x 10.5h in
(2/3 page)



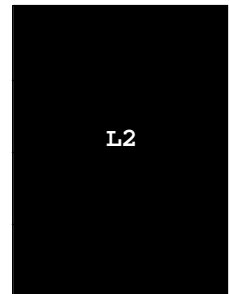
J: 7.5w x 7.5h in
(3/4 page)



K: 7.5w x 10.5h in
(1 page)



L: 2 full pages



The Connector is printed on 100 lb matte coated stock. Trim size is 8 1/2 inches by 11 inches.
Bleed size is 8 3/4 inches by 11 1/4 inches.

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