

ARA NEWS

2021 MEDIA KIT

2021 Publication Schedule

	Ad Closing	Material Due	*Publish Date
Q1 - Spring 2021	January 4	January 18	February 8
Q2 - Summer 2021	April 14	April 21	May 14
Q3 - Fall 2021	June 11	June 18	July 16
Q4 - Winter 2021	October 8	October 15	November 12

* Publish date is the date the magazine is delivered to the Post Office. Street delivery can take up to 3 weeks

2021 Rates & Ad Sizes

Rates (Effective January 1, 2021)

4 Colour Process	1X	2-3X	4X
Full page	\$1,648	\$1,565	\$1,488
2/3 page	\$1,514	\$1,431	\$1,344
1/2 page island	\$1,236	\$1,154	\$1,097
1/2 page horizontal	\$1,159	\$1,097	\$1,035
1/3 page	\$880	\$850	\$798
1/4 page	\$773	\$742	\$673
1/6 page	\$479	\$453	\$422
B&W @ 10%	1X	2-3X	4X
Full page	\$1,012	\$924	\$836
2/3 page	\$863	\$781	\$687
1/2 page island	\$720	\$632	\$572
1/2 page horizontal	\$632	\$572	\$506
1/3 page	\$489	\$456	\$401
1/4 page	\$374	\$335	\$286
1/6 page	\$286	\$253	\$225
Classified	1X	2-3X	4X
Single classified	\$98	\$82	\$62
Double classified	\$185	\$149	\$103

Ad sizes (inches-width x depth)

Full Page	Bleed:	8 3/8 x 11 1/8	8.375 x 11.125
	Trim:	8 1/8 x 10 7/8	8.125 x 10.875
	Live:	7 1/4 x 9 1/2	7.25 x 9.5
Double Page Spread	Bleed:	16 1/2 x 11 1/8	16.5 x 11.125
	Trim:	16 1/4 x 10 7/8	16.25 x 10.875
	Live:	15 1/4 x 9 1/2	15.25 x 9.5
2/3 Page		4 3/4 x 10	4.75 x 10
1/2 Page Horizontal		7 1/4 x 5	7.25 x 5
1/2 Page Island		4 3/4 x 7 1/2	4.75 x 7.5
1/3 Page Square		4 3/4 x 5	4.75 x 5
1/3 Page Vertical		2 1/4 x 10	2.25 x 10
1/4 Page		3 1/2 x 5	3.5 x 5
1/6 Page Vertical		2 1/4 x 5	2.25 x 5
1/6 Page Horizontal		4 3/4 x 2 3/8	4.75 x 2.375
Single Classified		2 1/4 x 1 1/2	2.25 x 1.5
Double Classified		2 1/4 x 3 1/4	2.25 x 3.25

Circulation: 2,100

Automotive industry leaders in B.C.

Frequency

ARA News is published quarterly - 4 times a year.

Production Requirements

Preferred Positions

Guaranteed position: 10% extra.

Inside cover: 15% extra.

Outside cover: 25% extra

Agency Commission & Terms

15% commission to advertising agencies only.

Accounts payable at office of publication in Canadian funds.

Special Services

Inserts, blow-in cards, stitch-in and enveloped:

Contact Carol McNeil-Gardner at 613-439-8990 for more information.

Material Specifications

Printing process:

Litho'd 4 color process, 80lb gloss, saddle stitched and trimmed to 8.125" x 10.875".

File types and formats accepted:

- Press ready PDF files. High resolution images (300 dpi). Fonts embedded.
- EPS and AI files (with outlined fonts).
- No RGB, no pantone or spot colors, please convert to CMYK.
- Additional charges will apply if the material does not meet these specifications. The advertiser is responsible for the accuracy of the information.
- We will design ads on request, additional charges will apply.

Changes and Cancellations

Material changes and cancellations not accepted after closing dates.

Email and File Upload

Email: araproduct@ara.bc.ca to send material less than 5MB.

Upload: large files (over 10MG) via WeTransfer: wetransfer.com

Shipping Address

Automotive Retailers Publishing

Unit #1-8980 Fraserwood Court, Burnaby, B.C. Canada V5J 5H7

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