



# Advertising with IPIC



*If you have a job posting or business opportunity, and are looking to reach IP professionals, IPIC offers two options to reach your target audience. The IPIC Bulletin is an easy, economical and effective way to share your message. It is mailed to over 1,700 members once every two months, and posted online in the member section of [ipic.ca](http://ipic.ca). IPIC's online Job Bank gives you the opportunity to include your job posting quickly and easily on the website. It is available in both the public and member sections of the IPIC website. You may also want to take advantage of the special rate and advertise in both the Bulletin and Job Bank!*

## BULLETIN AD RATE AND SUBMISSION SPECIFICATIONS

### AD SIZES/RATES

- These advertising rates (add applicable taxes) apply to organizations with IPIC members only. Organizations without IPIC members must add an additional \$ 100 to these prices.  
1/4 Page (7" wide x 2 1/2" high) = \$ 240      1/3 Page (7" wide x 3" high) = \$ 290  
1/2 Page (7" wide x 4 1/2" high) = \$ 340      2/3 Page (7" wide x 6 1/2" high) = \$ 420  
Full-Page (7" wide x 9 1/2" high) = \$ 540      Outside back cover – full page only = \$ 1,120

**ALL INTERIOR ADS APPEAR BLACK AND WHITE ONLY – COLOUR AVAILABLE FOR OUTSIDE BACK COVER ONLY**

### ELECTRONIC FORMATS

- MAC PLATFORM ONLY:**  
Adobe Acrobat PDF 9.0 or lower – save as press ready  
Adobe Illustrator CS5 or lower – fonts as outlines and all images included  
Adobe Photoshop CS5 or lower – 300 dpi grayscale, or CMYK for outside back cover  
Adobe InDesign CS5 or lower – all fonts and support files included

### PHOTOGRAPHS

- Any photographs submitted with an article should be sent electronically or as an original print. Electronic formats can be received as .eps, .tif or .jpg – 300 dpi or higher.

### MEDIA

- Preferred format is email. All electronic ads should be accompanied by a PDF proof.

### HOW TO SEND

- Files should be sent via email to: [rmiskelly@ipic.ca](mailto:rmiskelly@ipic.ca)  
Please indicate the message subject as "IPIC Bulletin" and the issue you would like to appear in.

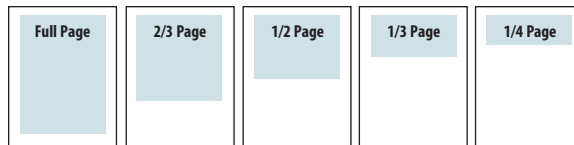
### DEADLINES

- The Bulletin is published bi-monthly (Jan-Feb / Mar-Apr / May-Jun / Jul-Aug / Sept-Oct / Nov-Dec). Ad space deadline is the 1st of the month (ie. January 1st for the Jan-Feb issue) or following business day. Electronic files must be received by the 10th of the month (ie. January 10th for the Jan-Feb issue) or following business day.

### FREQUENCY RATES

- Multiple ads throughout the year will receive a discount on the advertising rates as follows: 1-2 consecutive issues: no discount is applied, 3-5 consecutive issues: 10% discount, 6 or more consecutive issues: 15% discount.

### AD SIZE CHART



### BOOKING

- For more information or to book your ad space, please contact Robyn Miskelly, at [rmiskelly@ipic.ca](mailto:rmiskelly@ipic.ca).

## ONLINE JOB BANK AD RATE AND SUBMISSION SPECIFICATIONS

### ADD-ON SPECIAL (WITH BULLETIN AD)

- Increase your Bulletin ad's visibility and include an online job posting in IPIC's Job Bank for 30 or 60 days for only \$50. This offer is only valid when purchased with a Bulletin ad. For more information or to book your ad space, please contact Robyn Miskelly, at [rmiskelly@ipic.ca](mailto:rmiskelly@ipic.ca).

### ONLINE AD ONLY

- If you wish to purchase only an online ad, the prices (add applicable taxes) are as follows:  
30 DAY POSTING      60 DAY POSTING  
Member = \$ 190 | Non-member = \$ 290      Member = \$ 290 | Non-member = \$ 390

**If you would like to only place an online job posting, please visit [www.ipic.ca](http://www.ipic.ca) under "The Profession", "Employment Opportunities" to create your posting.**