

# TRIATHLON BC

THE VOICE OF TRIATHLON ACROSS BRITISH COLUMBIA

## 2008 ADVERTISING RATE CARD

Reach thousands of local multisport enthusiasts! Triathlon BC's twice yearly newsmagazine, eNews and monthly Member Update is a sure-fire way to capture the attention of British Columbia's affluent, health-conscious, performance-oriented individuals, coaches and race fans! Triathlon BC's newsmagazine is produced and distributed annually in March and December, and delivered to member households, distributed at race events and supplied to sport retailers across the province!

### ADVERTISING WITH TRIATHLON BC

**DUAL MEDIA!** Take advantage of two media formats! TriathlonBC is printed in March and December, while the June and August issues arrive electronically!

**MEMBERSHIP DISTRIBUTION** Over 2,200 avid multisport athletes regularly involved in training, competition, fitness and health!

**RACES, COURSES, CLINICS & RESULTS** A complete listing of events is published in each issue, referred to by our readers on a regular basis, translation? Our publications are KEEPERS!

**TECHNICAL ARTICLES** Feature articles written by industry professionals; doctors, therapists, coaches and seasoned athletes, providing timely advice to our readers!

### ARTWORK REQUIREMENTS

1. Final trimmed magazine size is 8.5" x 11".
2. Acceptable file formats: JPEG, PDF-X, EPS or TIF (minimum 300dpi resolution). *NOTE: Low resolution artwork will not be accepted.*
3. Include all supporting files. *NOTE: Do not send fonts if all text is converted to paths.*
4. Provide digital artwork files on CD, mailed to Triathlon BC, or send digital artwork via email to [info@tribc.org](mailto:info@tribc.org)
5. If transmitting files by email, please keep file size below 5MB.

### BOOKING AD SPACE

For more information, or to book an ad, please contact Triathlon BC at:

T: (604) 736-3176 PO Box 34098 Station D  
 F: (604) 736-3180 Vancouver, BC  
 E: [info@tribc.org](mailto:info@tribc.org) V6J 4M1

### BLACK & WHITE AD SPACE (PER ISSUE)

Full Page Black & White	\$600.00
2/3 Page	\$450.00
1/2 Page	\$350.00
1/3 Page	\$300.00
1/6 Page	\$200.00
Business Card	\$100.00

### COVERS (PER ISSUE)

Inside front/inside back cover	\$1,300.00
Outside Back Color	\$1,800.00

### SUPPLIED INSERTS/MAILERS (PER ISSUE)

Prepared inserts to be mailed with specified issue \$1,000.00  
*(some restrictions apply, please call for details)*

### ELECTRONIC ADSPACE

eNews embedded ad & link \$100.00  
*(maximum 2 ads per article)*

### DISCOUNTS

Book two or more issues and receive a 20% discount. Selected Junior, Duathlon and Triathlon Race Series Events receive a 10% discount for all print media ad bookings

### AD SIZE WIDTH" HEIGHT"

Full Page	8.25	10.75
2/3 Page Vertical	4.75	9.75
1/2 Page Horizontal	7.25	4.75
1/2 Page Vertical	3.5	9.75
1/3 Page Vertical	2.25	9.75
1/3 Page Square	4.75	4.75
1/6 Page Vertical	2.25	4.75
Business Card	3.5	2.00



Embedded e-Ad & Link 2.25 4.75

### AD BOOKING & ARTWORK SUBMISSION

February 8	March Print Issue
May 1	June eNews Issue
July 1	August eNews Issue
November 1	December Print Issue