

# TRIATHLON BC

## 2012 ADVERTISING RATE CARD

Reach thousands of multisport enthusiasts in BC! Triathlon BC's annual print magazine and monthly Member Update is a sure-fire way to capture the attention of British Columbia's affluent, health-conscious, performance-oriented fitness enthusiasts, coaches and race fans! Triathlon BC's magazine is produced and distributed in the early spring, and delivered to members' doorsteps, circulated at race events and supplied to sport retailers across the province! Our monthly eNews Member Updates is delivered to approximately 6,000 subscribers, and offer phenomenal opening, forward and click through statistics!

## ADVERTISE WITH TRIATHLON BC

**DUAL MEDIA!** Take advantage of two media formats, TriathlonBC is printed annually in late March. Our electronic Update is delivered in the first week of each month.

**MEMBERSHIP DISTRIBUTION:** Reach a combined audience of over 9,500 avid multisport athletes actively engaged in regular training, competition, fitness and health!

**RACES, COURSES, CLINICS & RESULTS:** A complete listing of events is published in each issue and referred to by our readers on a regular basis. Translation? Our publication is a *KEEPER!*

**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 350dpi resolution). *Low resolution artwork will not be accepted.*
3. Include all supporting files. *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:  
**Ad booking deadline: February 29, 2012.**



t. (604) 736-3176

Triathlon BC  
PO Box 34098 Station D, Vancouver, BC, V6J 4M1  
[www.tribc.org](http://www.tribc.org)

[info@tribc.org](mailto:info@tribc.org)

## 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

Inside front/inside back black & white cover	\$1,300.00
Color outside back color	\$1,800.00

## SUPPLIED INSERTS/MAILERS

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

## ELECTRONIC ADSPACE (PER MONTH)

embedded ad & link	\$100.00
--------------------	----------

## DISCOUNTS

Junior, Duathlon and Triathlon Provincial Race Series Events receive a 15% discount for all print 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