

CGA

MAGAZINE

MEDIA KIT

RATECARD #37



EFFECTIVE
JANUARY 2012

2012



CGA Magazine

CGA Magazine profiles current issues relevant to professional accountancy and discusses news and trends in the business and regulatory environment. Printed six times a year, this glossy bilingual publication is distributed to CGA students, members, and leaders in business, government, and education.

Advertising in *CGA Magazine* offers the ability to target business owners, public practitioners, and senior leaders in business at cost-efficient rates.

About CGA

Founded in 1908, the Certified General Accountants Association of Canada serves 75,000 Certified General Accountants and students in Canada and more than 90 countries. Respected accounting and financial management professionals, CGAs work in industry, finance, government, and public practice.

CGA-Canada establishes the designation's certification requirements and professional standards, offers professional development, conducts research and advocacy, and represents CGAs nationally and internationally.



Award Winning Publication

CGA Magazine has received numerous awards, including silver awards from Trade, Association and Business Publications International (2008, 2009, 2010), and the Canadian Society of Association Executives Award of Excellence for Best Magazine in Canada.



Where CGAs Work

Corporate/SME

Government

Education

Non-Profit

Public Accounting

Reader Profile

The majority of readers report that they refer back to older issues of *CGA Magazine*; they are inclined to refer back to one or two issues.

Member readers are evenly distributed by gender, while student readers are more often female.

Almost 50% of members became CGAs in 2000 or after, while about 30% received their designation between 1990 and 1999.

About 80% of both members and students are employed full-time, with the balance primarily employed on contract or self-employed full-time.

2008 Readership Survey.

Display Advertising Information

Contact: Ingrid Mueller
 National Advertising Sales Specialist
 ☎ 416 226-4862
 📞 604 605-5123
 ✉ imueller@cga-canada.org

Inserts

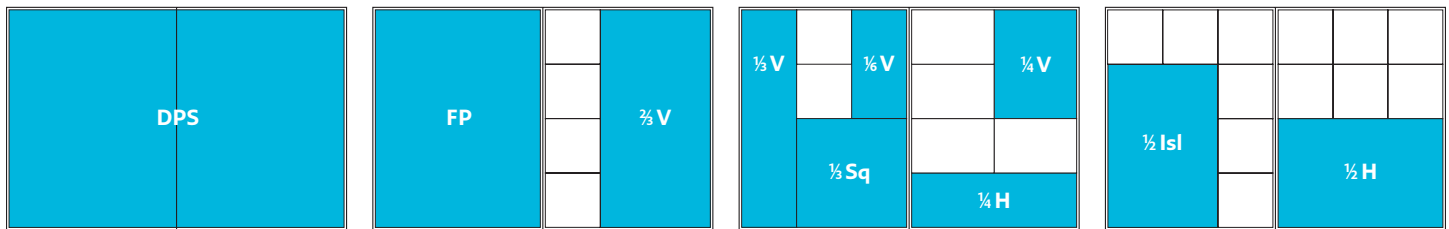
CGA Magazine will accept the following insert formats: Blow-in cards, stitched, tipped or polybagged onserts. National or selected regional distribution; rates upon request.

Conditions of Advertising

All rates apply to space only. 15 per cent commission to fully accredited advertising agencies. Penalty on late submission of materials.

Mechanical Requirements

DISPLAY AD SIZES	WIDTH "	DEPTH "
Full Page - Bleed	8 1/2 (8.5) x	11 1/8 (11.125)
Full Page - Trim	8 1/4 (8.25) x	10 7/8 (10.875)
Type Page	7 7/16 (7.4375) x	9 5/8 (9.625)
2/3 Vertical	4 7/8 (4.875) x	9 5/8 (9.625)
1/2 Island	4 7/8 (4.875) x	7 1/8 (7.125)
1/2 Horizontal	7 7/16 (7.4375) x	4 11/16 (4.6875)
1/3 Vertical	2 5/16 (2.3125) x	9 5/8 (9.625)
1/3 Square	4 7/8 (4.875) x	4 11/16 (4.6875)
1/4 Vertical	3 5/8 (3.625) x	4 11/16 (4.6875)
1/4 Horizontal	7 7/16 (7.4375) x	2 1/4 (2.25)
1/6 Vertical	2 5/16 (2.3125) x	4 11/16 (4.6875)



Display Rates

FOUR COLOUR	1X	3X	6X
DP Spread	10665	9356	8992
Full page	5764	5056	4860
2/3 Page	4537	4057	3767
1/2 Island	4248	3877	3691
1/2 Horiz.	4222	3740	3473
1/3 Sq./Vert.	2542	2265	2105
1/4 Sq./Horiz.	2364	2183	2077
1/6 Vert.	2040	1863	1763
4-COLOUR COVERS	1X	3X	6X
IFC/IBC	7044	6405	6007
OBC	7347	6732	6275

BLACK & WHITE*	1X	3X	6X
Full Page	4376	3897	3629
2/3 Page	3488	3116	2898
1/2 Island	3284	2833	2722
1/2 Horiz.	3218	2859	2671
1/3 Sq./Vert.	1957	1703	1628
1/4 Sq./Horiz.	1851	1663	1583
1/6 Vert.	1753	1570	1456

* For two colour advertising add: 10%
 * For three colour advertising add: 20%
 Guaranteed position: 15%

Prices subject to revision

Classified Advertising Information

Contact: **Doris Hollett**
 Classified Advertising
 1 800 663-1529 or 604 605-5091
 604 605-5123
 cgamagazine@cga-canada.org

Classifieds Directory Rates

BUSINESS CARDS	1X	3X	6X
Single Card	500	455	431
Double Card	1000	911	864

CLASSIFIED LINEAGE

Each insertion of 40 words or less \$150
 Each additional word \$2

Maximum: 25 lines, 5 words per line. Advance payment to accompany copy.

Advertising Deadlines

2012 Issue	Ad Space Deadline	Material Deadline
January-February	November 21, 2011	November 28, 2011
March-April	January 16, 2012	January 23, 2012
May-June	March 12, 2012	March 19, 2012
July-August	May 23, 2012	May 28, 2012
September-October	July 24, 2012	July 27, 2012
November-December	September 21, 2012	September 26, 2012

Note: Dates are subject to change.

Advertising Materials

Material may be sent on CD/DVD, by email (providing files are no larger than 5MB - large files/folders may be compressed as .sit files), or by FTP (uploading instructions on request).

Ship all advertising materials to:

Gavin Carroll
 Advertising Co-ordinator
 CGA-Canada
 100 - 4200 North Fraser Way,
 Burnaby, BC V5J 5K7
 604 605-5090
 604 689-5845
 gcarroll@cga-canada.org

This block contains a collage of various classified advertisements. Key ads include:

- Classifieds - Petites annonces**: A section header for the ad directory.
- Office Space**: Listings for office space in various locations like Toronto, Ottawa, and Vancouver.
- Business Opportunities**: Ads for franchise opportunities, such as 'The Franchise Group' and 'The Franchise Group of Canada'.
- Professional Services**: Ads for accountants, lawyers, and other professionals.
- Master of Financial Accountability**: An advertisement for a financial training program.
- YORK UNIVERSITY**: An advertisement for York University.
- Spread your wings and fly solo.**: An advertisement for business coaching.
- POE GROUP ADVISORS**: An advertisement for a group of advisors.
- Master of Financial Accountability**: An advertisement for a financial training program.
- YORK UNIVERSITY**: An advertisement for York University.

Business Card Specifications

CLASSIFIED AD SIZES	WIDTH "	DEPTH "
Single Business Card	3 5/8 (3.625)	X 2 1/4 (2.25)
Double Business Card	3 5/8 (3.625)	X 4 11/16 (4.6875)

Production Specifications

Mac files: Quark XPress, Adobe InDesign, Adobe Photoshop, or Adobe Illustrator (text converted to outlines), collected with all support files. Spot colours converted to CMYK. Images must be high resolution (300 dpi) in TIFF or EPS format.

PC generated advertising will be accepted in EPS, TIFF, or PDF format (high resolution only) provided all fonts are embedded, and all colour is converted to CMYK. Ads created in programs such as MS Word, PowerPoint, Wordperfect, etc., are not acceptable as final files.

CGA Magazine may refuse ads that do not meet our publishing requirements. All ads requiring alterations or changes are subject to a design fee of \$100 per hour.



General Terms and Conditions

- ▶ All contracts and advertising copy are subject to the approval of the publisher.
- ▶ All advertising is published on the understanding that the advertiser and the advertising agency assume full and complete responsibility and liability for advertising submitted, printed or published, and indemnify the publisher with respect to the same.
- ▶ The liability of the publisher for any error for which the publisher may be held legally responsible will not exceed the cost of the space. The publisher specifically assumes no liability for errors in type set by the publisher.
- ▶ The publisher shall not be liable to the advertiser for delays in publication, damages resulting from failure to include all or any of said items of advertising in the publication, or for failure to circulate all or any part of the magazine because of strikes, work stoppages, acts of God or any other circumstance not within the control of the publisher.
- ▶ Advertising materials that exist purely to promote the corporate image of professional accounting designations other than CGA will not be published in the magazine.
- ▶ Advertisements will not be accepted from an advertiser whose account is in arrears more than 60 days.
- ▶ Acceptance of an advertisement for publication in *CGA Magazine* does not imply that CGA-Canada endorses the product or service advertised.
- ▶ Advertising with the intent to promote the political opinions of any body or group other than CGA-Canada will not be accepted for publication
- ▶ *CGA Magazine* will not accept advertising that promotes cigarettes or alcohol, contravenes provincial/national human rights legislation or conflicts with the CGA Statement of Ethical Principles and Rules of Conduct.
- ▶ Any modifications required to ensure advertisements meet *CGA Magazine* specifications will be billed at \$100/hour. Design is available upon request at a cost of \$100/hour.
- ▶ *CGA Magazine* will retain all advertising materials for two calendar years, after which they will be discarded. Advertising materials will only be returned to the client by written request.
- ▶ Advertising materials that are received without an accompanying insertion order, and which do not appear in the magazine, will be retained for three months, after which they will be discarded. Advertising materials will only be returned to the client by written request.

For More Information

Contact: **Doris Hollett**

Production Coordinator

☎ 1 800 663-1529 or 604 605-5091

✉ 604 605-5123

✉ cgamagazine@cga-canada.org



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