



YOUR AD WITH THE RMTBC REVIEW

Biannual Magazine on the Massage Therapy Profession | Published by the RMTBC

ADVERTISING RATES & SPECIFICATIONS

ABOUT THE MAGAZINE

The RMTBC Review is a newly designed digital publication distributed to over **3500 RMTBC members** and other health care professionals in BC, in addition to associate organizations and members of the public across Canada and the US. All issues are downloadable and **remain evergreen** on the RMTBC website www.rmtbc.ca/magazine.

FREE: ADD YOUR HYPERLINK!

We now offer click-through ads! Support your call to action and get more views with a FREE link (two for full-page) to the web page of your choice. Your entire ad space will be clickable unless otherwise specified, no need to spell out the entire URL. Just let us know the destination!

FREE: LAYOUT SERVICE FOR MEMBERS!

Want to advertise but don't have the time or budget to make a layout? We can help with basic creative services. Send a print-quality logo and short message with your order, and we will create a simple display ad. Content corrections are included, but not creative requests or other imagery.

**MEMBERS
SPECIAL OFFER
15% OFF
all pricing!**

ISSUE	EARLY BIRD RATES	SPACE CLOSED	MATERIAL DUE
Spring/Summer 2023	Before March 1 st 2023	April 7 th 2023	April 14 th 2023
Fall/Winter 2023	Before Sept 1 st 2023	October 6 th 2023	October 14 th 2023

PLACEMENT	WIDTH	HEIGHT	EARLY BIRD	STANDARD
1/8 Page Business Card H	3.6" x	2.28"	\$136.50	\$194.25
1/4 Page	Horizontal	7.5" x 2.28"	\$262.50	\$372.75
	Vertical	3.6" x 4.85"		
1/3 Page	Horizontal	7.5" x 3.13"	\$346.50	\$498.75
	Vertical	2.3" x 10"		
1/2 Page	Horizontal	7.5" x 4.85"	\$448.35	\$640.50
	Vertical	3.6" x 10"		
Full Page	Vertical *	8.5" x 11"	\$672.00	\$955.50
	Inside Covers*	8.5" x 11"	\$798.00	\$1134.00
	Outside Back*	8.5" x 11"	\$892.50	\$1270.50
2P Spread or Multiple Ads	-		Please contact us	

* Full page ads are 8.5" x 11" plus a 0.125" bleed on each side.
Safe zone is 7.5" x 10" with no bleed.

To advertise with us and for all inquiries including:
Multiple ad discounts, adding more URL links and printing requests,
please contact Maureen Fleming at maureen@rmtbc.ca.
For other advertising opportunities, visit rmtbc.ca/advertising

SPECIFICATIONS

Format for Artwork

- high quality print-ready PDF
- images at 300 DPI
- embed all fonts or convert to outlines
- for full bleed, please provide trim marks
- keep all critical info 1/2" from the trim
- custom colours are matched in process

Distribution

Digital with print copies by request

Submission Guidelines

Please email your ad, PDF only, to

maureen@rmtbc.ca

If the file size is too large, consider sending via www.wetransfer.com.

POLICY

- All rates are net and in Canadian dollars
- Rates do not include GST
- Production charges are included
- Advertising non-cancellable after closing date
- Unless otherwise specified, rates now apply to only one issue of the magazine