



# 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](http://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 2024	Before March 1 <sup>st</sup> 2024	April 7 <sup>th</sup> 2024	April 14 <sup>th</sup> 2024
Fall/Winter 2024	Before Sept 1 <sup>st</sup> 2024	October 6 <sup>th</sup> 2024	October 14 <sup>th</sup> 2024

PLACEMENT	WIDTH	HEIGHT	EARLY BIRD	STANDARD
1/8 Page Business Card H	3.6" x	2.28"	\$147.42	\$209.79
1/4 Page	Horizontal	7.5" x 2.28"	\$283.50	\$402.57
	Vertical	3.6" x 4.85"		
1/3 Page	Horizontal	7.5" x 3.13"	\$374.22	\$538.65
	Vertical	2.3" x 10"		
1/2 Page	Horizontal	7.5" x 4.85"	\$484.218	\$691.74
	Vertical	3.6" x 10"		
Full Page	Vertical *	8.5" x 11"	\$725.76	\$1031.94
	Inside Covers*	8.5" x 11"	\$861.84	\$1224.72
	Outside Back*	8.5" x 11"	\$963.90	\$1372.14
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](mailto:maureen@rmtbc.ca).  
For other advertising opportunities, visit [rmtbc.ca/advertising](http://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](mailto:maureen@rmtbc.ca)

If the file size is too large, consider sending via [www.wetransfer.com](http://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