

PHYSICAL & HEALTH EDUCATION JOURNAL

Advertising Rates 2009-2010

As Canada's most authoritative, practical periodical in the fields of health, physical education and related disciplines, the Journal is issued quarterly and has a readership of more than 17,000. In addition, the Journal includes institutional subscriptions for libraries, schools, colleges and universities.

ADVERTISING RATES

Black and White - inside	1X	2X	4X
Full page	\$850	\$800	\$725
2/3 page	\$740	\$660	\$600
1/2 page	\$560	\$500	\$450
1/3 page	\$450	\$415	\$375
1/4 page	\$375	\$350	\$325
1/6 page	\$300	\$275	\$250
Inside front & back	\$1125	\$1000	

PHE Canada members receive 10% off above

Four Colour Process - covers

Inside front & back	\$1925	\$1800
Outside back	\$2250	\$2000

Black and White Plus One Colour

Add \$200 per colour to the black and white price.

Centre Spread or Insert

Only on request and dependent upon availability.

PRINTING SPECIFICATIONS

- Printing: offset
- Binding: saddle stitch
- Paper: 80lb cover text + 60lb coated gloss
- Trim size: full page - 8 1/4" x 11"
- full page bleed - 8 1/2" x 11 1/4"

PUBLICATION DATES AND DEADLINES

Issue	Ad Materials Due
September	July 25
December	October 25
March	January 25
June	April 25

COMMISSIONS

A fifteen percent commission will be paid to agencies. Art and/or production charges (if any) are non-commissioned.

MATERIAL REQUIREMENTS

Black and White

Camera-ready artwork or repro proofs are acceptable for black and white ads. If need be, setting of type and layout or ad will be charged to advertisers at cost.

Colour

All film supplied should be final, separated film, emulsion side down, with progressive proofs or colour key for four-colour ads. If artwork and/or transparencies are supplied, colour separations will be charged extra, at cost.

ELECTRONIC MATERIAL REQUIREMENTS

Macintosh format, Quark Xpress 7.0 (or earlier), please supply all images in either TIFF or EPS format; include all fonts supply a proof of your ad.

Hi resolution PDF (300 DPI, or higher)

Adobe Illustrator EPS (CS3 or earlier), please convert fonts to outline

Supplied on CD, DVD, or email with PDF proof of ad.

TERMS AND CONDITIONS

A signed advertising contract or institutional insertion or purchase order number must accompany all camera-ready (film) or electronic transmissions prior to advertising being accepted.

- All advertising is subject to the publisher's approval and agreement by the advertiser to indemnify and protect the publisher from loss or expense on claims or suit based upon the content (text and/or illustrations) of such advertisement.
- Positioning of advertisements is at the discretion of the publisher except where a request for a specific position has been acknowledged and accepted in writing.
- Charges for changes or additions to advertisements from the original provided will be billed at current rates.
- All advertising copy that might be mistaken by a reader to be editorial, news or other non-advertising material must be clearly marked "advertisement".
- The publisher shall be under no liability for its failure for any cause to insert an advertisement.

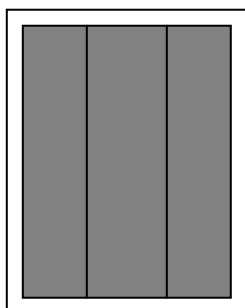
Please forward any enquiries or advertisement orders to:

PHE Canada
phejournal@phecanada.ca

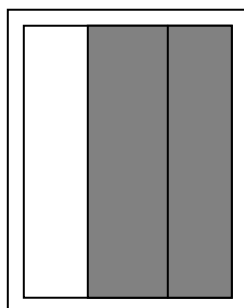
PHYSICAL & HEALTH EDUCATION JOURNAL

NOT SHOWN:
Two Page Spread
14 1/2" x 10"
FULL PAGE BLEED ADS:
8 1/2" x 11 1/4" and will trim to
8 1/4" x 11".
**Bleeds are available for
full page ads only.**

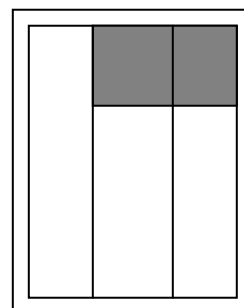
Advertising Dimensions



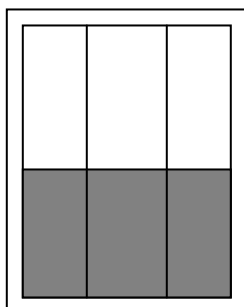
Full Page
7 1/4" x 10"



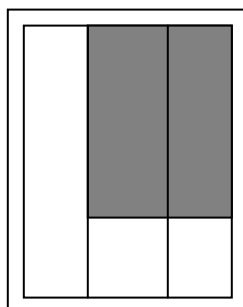
2/3 Page Vertical
4 3/4" x 10"



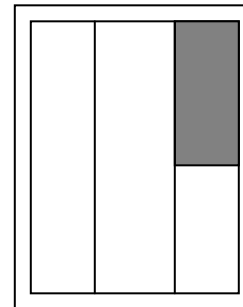
1/6 Page Horizontal
4 3/4" x 2 1/4"



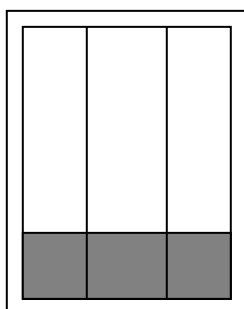
1/2 Page Horizontal
7 1/4" x 4 3/8"



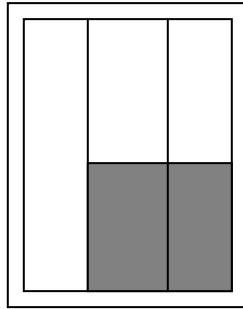
1/2 Page Vertical
4 3/4" x 7 3/8"



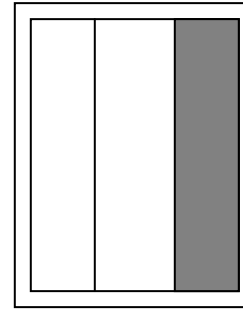
1/6 Page Vertical
2 1/4" x 4 7/8"



1/4 Page Horizontal
7 1/2" x 2 1/4"



1/3 Page Square
4 3/4" x 4 3/8"



1/3 Page Vertical
2 1/4" x 10"

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