

## 2008 Publication Schedule:

	Space Closing	Material Closing	Publication Date
<b>Spring 2008</b>	February 11	February 19	March 1
<b>Summer 2008</b>	May 11	May 19	June 1
<b>Fall 2008</b>	August 11	August 19	September 1
<b>Winter 2009</b>	November 11	November 19	December 1

## Circulation: 2,100

Automotive industry leaders in B.C.

## Frequency:

ARA News is published quarterly—4 times a year.

## Colour Rates:

	1x	2-3x	4x
Full Page	\$1,600	\$1,520	\$1,445
2/3 Page	\$1,470	\$1,390	\$1,305
1/2 Page Island	\$1,200	\$1,120	\$1,065
1/2 Page Horizontal	\$1,125	\$1,065	\$1,005
1/3 Page	\$855	\$825	\$775
1/4 Page	\$750	\$720	\$670
1/6 Page (Horizontal/Vertical)	\$465	\$440	\$410

## Spot Colour Rates:

	1x	2-3x	4x
Full Page	\$1,025	\$945	\$865
2/3 Page	\$890	\$815	\$730
1/2 Page Island	\$760	\$680	\$625
1/2 Page Horizontal	\$680	\$625	\$565
1/3 Page	\$550	\$520	\$470
1/4 Page	\$445	\$415	\$365
1/6 Page (Horizontal/Vertical)	\$365	\$340	\$310

## B & W Rates:

	1x	2-3x	4x
Full Page	\$920	\$840	\$760
2/3 Page	\$785	\$710	\$625
1/2 Page Island	\$655	\$575	\$520
1/2 Page Horizontal	\$575	\$520	\$460
1/3 Page	\$445	\$415	\$365
1/4 Page	\$340	\$305	\$260
1/6 Page (Horizontal/Vertical)	\$260	\$230	\$205

## Classified Rates:

	1x	2-3x	4x
Single Classified	\$95	\$80	\$60
Double Classified	\$180	\$145	\$100

## Preferred Positions:

10% extra on space and colour.

## Agency Commission & Terms:

15% commission to advertising agencies only. Accounts payable at office of publication in Canadian funds.

## Special Services:

**Inserts:** ARP offers several options for advertising. Insert your direct mail, corporate brochures, business reply cards, or envelope your material with our publications. *Contact sales for rates.*

## Mechanical Requirements & Specifications:

**Printing Process:** Offset Printing

**Screen:** 150 lines per inch (300 ppi)

**Binding Method:** Saddle-Stitched

**File types can be accepted in these formats:**  
(Mac format is preferred):

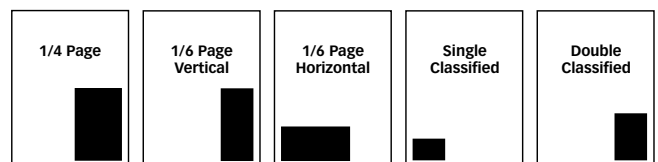
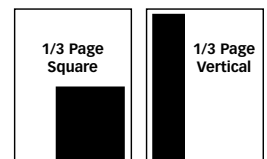
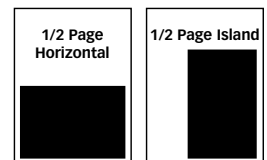
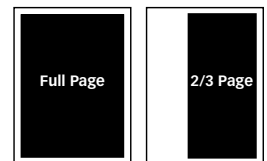
- PDF files: PDFX1a format
- Illustrator EPS (fonts must be converted to outlines, transparency feature must be flattened)
- Photoshop EPS (single file not DCS) / CMYK mode
- Photoshop TIFF/CMYK mode
- **Resolution of images must be at 300 ppi** (CMYK values and at 100% of final size as placed in ad)

## Email & FTP:

- All files must be compressed: stuffed or zipped. PDF and JPEG files don't need to be stuffed or zipped.
- Send emails to [araproduction@ara.bc.ca](mailto:araproduction@ara.bc.ca), include name of ad, publication and issue date. Email should not be used for a file larger than 5 MB.
- To post files to Automotive Retailers Publishing FTP site, contact [araproduction@ara.bc.ca](mailto:araproduction@ara.bc.ca) for instructions.
- To ensure colour accuracy, colour files sent via e-mail or FTP require a high-resolution colour proof delivered to Automotive Retailers Publishing.

## Ad Sizes (inches):

	Width	Depth
Full Page	Bleed: 8 1/4	11 1/8
	Trim: 8 1/8	10 7/8
	Live: 7 1/8	9 7/8
2/3 Page	4 3/4	10
1/2 Page Horizontal	7 1/4	5
1/2 Page Island	4 3/4	7 1/2
1/3 Page Square	4 3/4	5
1/3 Page Vertical	2 1/4	10
1/4 Page	3 1/2	5
1/6 Page Vertical	2 1/4	5
1/6 Page Horizontal	4 3/4	2 3/8
Single Classified	2 1/4	1 1/2
Double Classified	2 1/4	3 1/4



## Shipping Instructions:

Space orders, insertion instructions, proofs, copy, custom forms, printing material etc., should all be addressed to:

**Automotive Retailers Publishing,  
Unit #1-8980 Fraserwood Court, Burnaby, B.C. Canada V5J 5H7**

*Contact publisher for information regarding shipping of supplied inserts.*

## Sales

Allen Marketing  
Lea Allen, Associate Publisher  
[allenmarketing@rogers.com](mailto:allenmarketing@rogers.com)  
toll free 1-877-929-1649  
tel (416) 489-7541 • fax (416) 489-7543

## Editorial

Automotive Retailers Publishing  
Kara Cunningham, Editor  
[publish@ara.bc.ca](mailto:publish@ara.bc.ca)  
tel (604) 432-7987  
fax (604) 432-1713

## Production

Automotive Retailers Publishing  
Mana Powell, Design/Production  
[araproduction@ara.bc.ca](mailto:araproduction@ara.bc.ca)  
tel (604) 432-7987  
fax (604) 432-1713