

Collision

QUARTERLY

2012 Media Kit



Advertising Rates • Editorial Calendar

www.arapublishing.com

The Voice of Canada's Collision Repair Associations

Collision QUARTERLY

2012 Media Kit

The Voice of Canada's Collision Repair Associations

Our Readers

As business owners, our Collision Quarterly readers have not been immune from the effects of the recent economic environment, however, the need to keep current with training, equipment and operating systems has never been greater. Canada's collision repair industry knows it must invest in these things to remain competitive.

Our editor, Rene Young, has brought together the professional automotive trade associations across Canada, who use the "Regional" section in our magazine to communicate with their members, industry stakeholders and their counterparts in the rest of the country. Environmental, public policy and other government regulations that

affect shop owners are among the initiatives on the agendas of these associations. Our "National" news items cover the events that shape the repair and refinishing trades from coast to coast.

We have not forgotten THE most important element for any magazine. Collision Quarterly will endeavor to amuse, enlighten and provide the sense of community that our readers have enjoyed for over the last 14 years.

Visit us online www.collisionquarterly.ca, where you'll find a complete, digital edition of the magazine.

Lea Allen, Associate Publisher



Circulation

Qualified Circulation:

1. Autobody repair, including independent, dealership and franchised facilities	4,567
2. Glass installers	946
3. Suppliers/jobbers wholesale and retail	434
4. Manufacturers/suppliers outside of western Canada	320
5. Auto recyclers & dismantlers	439
6. Towing only	294

Non-Qualified Circulation:

1. Non-automotive: Includes government, schools and insurance companies	157
2. Miscellaneous and office copies	136

Total Circulation 7,293

Pass-on Readership: Three qualified readers per copy

Estimated Total Readership 21,879

Geographical Breakdown:

British Columbia/Yukon	3,176
Alberta, Northwest Territories	1,537
Saskatchewan	646
Manitoba	482
Ontario	1,271
Nova Scotia	50
US & International	131

Total Geographical 7,293

Issue	Editorial Calendar	Ad Closing	Material Due	Publish Date
Spring 2012 Vol. 16 • Issue 4	<ul style="list-style-type: none"> Structural damage – repair or replace? Rebuilds & public safety 	February 10, 2012	February 17, 2012	March 30, 2012
Summer 2012 Vol. 17 • Issue 1	<ul style="list-style-type: none"> OEM, aftermarket or recycled parts – how to decide Hoists – latest innovations 	April 30, 2012	May 7, 2012	June 11, 2012
Fall 2012 Vol. 17 • Issue 2	<ul style="list-style-type: none"> Recruiting in today's economy Industry surveys – what can we learn? 	August 7, 2012	August 14, 2012	September 17, 2012
Winter 2012 Vol. 17 • Issue 3	<ul style="list-style-type: none"> Blending and colour matching Marketing your business – websites, social media, print 	November 6, 2012	November 13, 2012	December 17, 2012

* Editorial Calendar subject to change

* Publish date is the date the magazine is delivered to the Post Office. Street delivery can take up to 3 weeks.

REGULAR FEATURES: Human resources • Health & safety • Community involvement
Business management • Technical tips • CCIF reports • Profile of a professional

Frequency

Collision Quarterly is published quarterly - 4 times a year.

Rates

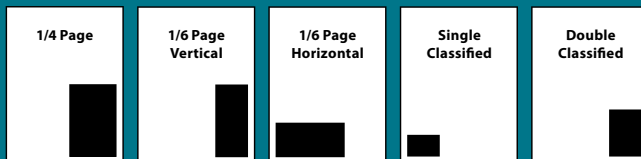
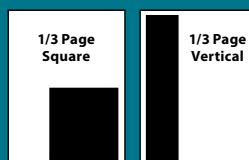
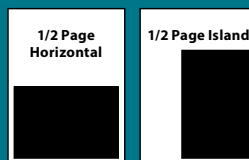
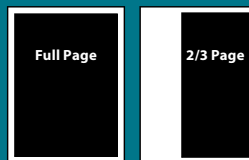
4 Color Process	1X	4X	8X
Full page	\$3,288	\$3,046	\$2,895
2/3 page	\$2,524	\$2,319	\$2,201
1/2 page island	\$2,303	\$2,061	\$1,959
1/2 page horizontal	\$1,899	\$1,738	\$1,642
1/3 page	\$1,420	\$1,302	\$1,238
1/4 page	\$1,055	\$948	\$899
1/6 page	\$871	\$764	\$721

B&W	1X	4X	8X
Full page	\$2,161	\$1,891	\$1,810
2/3 page	\$1,695	\$1,460	\$1,400
1/2 page island	\$1,495	\$1,317	\$1,258
1/2 page horizontal	\$1,281	\$1,109	\$1,052
1/3 page	\$966	\$839	\$799
1/4 page	\$672	\$558	\$522
1/6 page	\$522	\$442	\$419

Classified	1X	4X
Single classified	\$104	\$82
Double classified	\$198	\$153

Ad Sizes (inches):

	Bleed:	Width	Depth
Full Page		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



Preferred Positions

- Guaranteed position: 10% extra.
- Inside cover: 15% extra.
- Outside cover: 25% extra.

Agency Commission & Terms

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

Special Services

Inserts, Blow-In Cards, Stitch-In and Enveloped:
Contact Lea Allen at 416-558-9635 for more information.

Material Specifications

Printing Process:
Litho'd 4 color process, 70lb gloss, saddle stitched and trimmed to 8.125" x 10.875".

File types and formats accepted:

- High-res PDF files preferred.
- InDesign document (packaged with fonts, links and low-res PDF).
- EPS and AI files (with outlined fonts).
- Additional charges will apply if the material does not meet these specifications. The advertiser is responsible for the accuracy of the information.
- We will design ads on request, additional charges will apply.

Changes and Cancellations

Material changes and cancellations not accepted after closing dates.

Email and FTP

- **Email:** araproduction@ara.bc.ca to send material less than 5MB.
- **FTP site:** contact araproduction@ara.bc.ca. for instructions.

Shipping Address

Automotive Retailers Publishing,
Unit #1-8980 Fraserwood Court, Burnaby, B.C. V5J 5H7, Canada
tel 416-558-9635 • allenmarketing@rogers.com

Contact Information

Lea Allen, Associate Publisher

tel 416-558-9635

fax 416-489-7543

allenmarketing@rogers.com

CollisionQuarterly.ca

The voice of Canada's collision industry associations is now available online as a full-featured digital edition. The host website, CollisionQuarterly.ca, presents additional marketing opportunities for your company.



CollisionQuarterly.ca features a complete digital version of the magazine plus extra content that's available only online. Readers of the magazine are directed to this website, giving our advertisers an opportunity for added exposure. Links in your ad in the digital version are active, allowing readers to click and go directly to your website or submit an inquiry by email.

★ **Now tablet-friendly, including iPad!** ★

You can gain even more exposure by advertising on CollisionQuarterly.ca. In the table on the right, typical web page ad sizes, positioning and frequency options are shown. Design services are available, or you can send us your existing web ad. Each ad will include a hyperlink to your website at no extra charge.

Ad Size (pixels)		1 month	3 months	12 months
240x300	Box-Home Page	\$1195	\$3500	\$11950
240x300	Box-Secondary page	\$1100	\$2900	\$11000
160x600	Skyscraper-Home Page	\$800	\$2300	\$8000
160x600	Skyscraper-Secondary Page	\$750	\$2000	\$7500
728x90	Banner-Home Page	\$1000	\$2800	\$10000
728x90	Banner-Secondary Page	\$900	\$2500	\$9000
160x60	Button-Home Page	\$500	\$1400	\$5000
160x60	Button-Secondary Page	\$480	\$1350	\$4800

Sales

Lea Allen, Associate Publisher
 Allen Marketing
 allenmarketing@rogers.com
 cell 416-558-9635
 fax 416-489-7543

Editorial

Kara Cunningham, Editor
 Automotive Retailers Publishing
 publish@ara.bc.ca
 tel 604-432-7987
 fax 604-432-1713

Production

Patti Zazulak, Design/Production
 Automotive Retailers Publishing
 araproduction@ara.bc.ca
 tel 604-432-7987
 fax 604-432-1713