

Advertise

in *Active Voice / Voix active*

the national newsletter of the Editors' Association of Canada



Active Voice / Voix active 2010 Rate Card

Advertising Policy

Active Voice / Voix active is published by EAC for its membership and for those with an interest in writing and editing in Canada. EAC seeks advertisements containing information on, or promotion of, products and services of interest to freelance, student, and in-house editors.

Advertisements shall in no way indicate or imply endorsement of EAC in any product, service, organization, or event, and advertisements can in no way directly or indirectly give the impression that EAC is engaged in any commercial, political, illegal, or immoral activity.

Advertisements are accepted for publication entirely at the discretion of EAC's national executive council, and EAC reserves the right to reject, omit, or cancel any advertisements not in keeping with the professional nature of the publication.

Circulation

EAC currently prints 2,000 copies of each issue of *Active Voice / Voix active*. These printed copies are distributed to subscribers and EAC's 1,600+ members. In addition, *Active Voice / Voix active* is made available at EAC programs, workshops, and events, and circulated to interested groups and industry representatives.

A PDF edition can be downloaded from a link displayed prominently on EAC's homepage (www.editors.ca) and from www.editors.ca/activevoice.

Paid subscriptions are also available to non-members.

Publishing Schedule

Active Voice / Voix active is published three times a year. Publication target dates may vary somewhat based on the availability of content and timeliness of notices, but will generally conform to the following deadlines:

Issue	Booking Deadline	Artwork Deadline	Target Distribution
winter	December 20	January 10	February
spring–summer	February 20	March 10	May
fall	August 20	September 10	October

Mechanical Specifications

- Page size 8.375" x 10.875"
- 20 pages per issue
- 4-colour process throughout

Advertisements: Sizes & Rates

Ad size	Width	Height	Rate ¹
Full page (full bleed)	8.875"	10.875"	\$550 (preferential placement is available for an additional \$50/ad)
Full page (standard)	7.125"	9.625"	\$500 (preferential placement is available for an additional \$50/ad)
Standalone insert (full bleed) ²			\$550/page (plus additional postage and handling)
3/4 page	7.125"	4.75"	\$395
1/2 page	3.5"	9.625"	\$290
	7.125"	4.75"	
1/3 page	2.25"	9.625"	\$200
	7.125"	3.125"	
1/4 page	3.5"	4.75"	\$160
	4.75"	3.5"	
	7.125"	2.25"	
1/8 page	2.25"	3.5"	\$85
	3.5"	2.25"	
	4.75"	1.675"	
	7.125"	1.125"	
Classified advertising (available to EAC members only)			\$0.70/word 75 word maximum
Email copy to ads@editors.ca with "Classified ad for AV" in the subject line. You will receive an invoice from national office; payment is due within 30 days of invoicing and can be made by cheque, VISA, or MasterCard.			

1. All rates are subject to applicable taxes; all rates are for full-colour ads.
2. Stitched-in inserts are not available.

Discounts (any one may apply)

- EAC members receive a 50% discount on listed rates.
- Conference sponsors receive a 15% discount on listed rates.
- Advertisers who contract to advertise in successive issues and pay in advance receive the following discounts on listed rates:
 - 5% discount for two ads
 - 10% discount for three ads
 - 15% discount for four ads

For questions regarding advertisement specifications, digital requirements, or submission guidelines, please see "Insertion Order Form" or contact ads@editors.ca.

Submission

To place an ad in *Active Voice / Voix active*, email ads@editors.ca or call the national office at 416-975-1379 or 1-866-226-3348.