Certified General Accountants Association of British Columbia

outlook Magazine

Reach an influential group of professionals.

Outlook isn't just another magazine. It's the only publication designed specifically for British Columbia's more than 14,000 CGAs and CGA students.

Distributed four times a year to more than 10,000 CGAs and over 4,500 CGA students, *Outlook* is a critical resource for members and students on accounting issues—the trends, issues, people and products that are shaping the profession.

Advertising Rates

Premium Ad Space

Inside Front Cover	$ 1,200
Inside Back Cover	$ 1,200
Outside Back Cover	$ 1,200

Regular Ad Space

Full Page	$ 1,000
2/3 Page	$ 800
1/2 Page	$ 700
1/3 Page	$ 500
1/6 Page	$ 300
Business Card	$ 250
Double Page Spread	$ 1,850

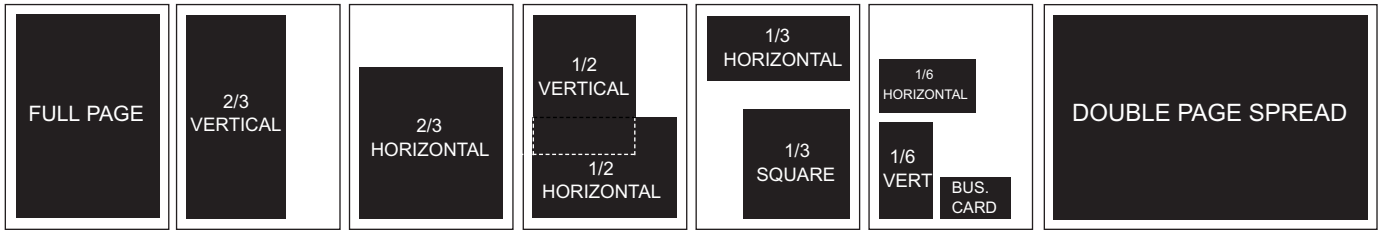
Frequency Discount

2 Ads	10%
3	20%
4-7	25%
8+	40%

Display Advertising Information

Contact: **Pardeep Clair**
Telephone: **(604) 730-6228**
Fax: **(604) 732-9439**
E-mail: **pclair@cga-bc.org**

Mechanical Specifications



Full Page (live/non-bleed size)	8.5 x 11"
Full Page (in/outside cover w/bleed)	8.75 x 11.25"
2/3 Page Horizontal	7.19 x 6.75"
2/3 Page Vertical	4.75 x 10.06"
1/2 Page Vertical	4.75 x 7.5"
1/2 Page Horizontal	7.19 x 4.94"
1/3 Page Vertical	2.31 x 10.06"
1/3 Page Square	4.75 x 4.94"
1/6 Page Vertical	2.31 x 4.94"
1/6 Page Horizontal	4.75 x 2.44"
Business Card	3.5 x 2"

Materials

Ship all advertising materials to:
Trevor Hargreaves, Production Coordinator,
300-1867 West Broadway, Vancouver, BC, V6J 5L4
Telephone: (604) 730-6226
Fax (604) 732-9439
E-mail: thargreaves@cga-bc.org

> *No other source delivers the information B.C.'s CGAs need:*

Outlook provides information that CGAs can't get from any other publication. It includes regular features on tax, technology, professional issues, career advice and employment trends: features that our readers look for in every issue.

> *CGAs are decision-makers:*

Certified General Accountants are the professionals inside business who recommend and make purchasing decisions. CGAs are vice-presidents of finance, controllers, business analysts, chief financial officers and chief executive officers.

> *By advertising in* Outlook *you are ensured direct, cost-effective access to this premium group of business leaders.*

Whether it's CGAs in industry, government, the not-for-profit sector, or in public practice, make sure that your company and its products or services are given full consideration by this influential group of professionals who make key purchasing and business decisions for their clients and employers.

Providing Advertising Material

All files should be provided in digital format. Any resizing or reworking of digital files by the Association will be subject to additional production charges.

Digital Artwork

Quark Xpress files 6.5 / Adobe Indesign CS2 4.0 (PC format only.) All fonts and graphics must be supplied.
Adobe Illustrator CS2 (Mac or PC files.) All fonts must be converted to outlines. Resolution should be 300 dpi or greater. EPS and TIF files are also accepted. All fonts should be embedded, photos should be at 300 dpi and logos should be vector drawings or at least 600 dpi if bitmaps.We cannot guarantee the quality of your advertisement if your digital artwork is not properly prepared. We may have to return unsuitable files or charOutlook: ge for repairs.

Files may also be uploaded to our FTP site. Contact Trevor Hargreaves, Production Coordinator, at (604) 730-6226 or e-mail thargreaves@cga-bc.org to access the FTP site.

Association Approval
All advertising copy and illustrations are subject to approval of the Association. Advertising which, in the opinion of the Association, emulates editorial content format will be labeled Advertisement.
The Association will not accept any advertisement that discriminates on the basis of age, gender, race, religion or sexual preference. Appearance of any advertisements in any Association publication does not constitute an endorsement or recommendation by the Association of the goods or services therein. Statements, claims, offers or performance promised in accepted advertising are solely the responsibility of the advertiser. All artwork will be destroyed by the Association if not reclaimed within one year.

Advertising Rates
Advertising rates are subject to change upon issuance of a new rate card. In the event of rate change, contracted advertisers will be protected under existing rates for three months beyond the effective date of the rate change.

Production Charges
All necessary or requested production work including file manipulation or design work, including resizing, will be charged to the client at the rate of $50.00 per hour or portion thereof.

Late Materials
Late materials may be subject to a five per cent late charge fee at the discretion of the Association unless an extension is provided by the Association.

General
The Association will not be responsible for any liability whatsoever for failure to publish or circulate any advertisement in whole or in part. Notification of errors must be presented in writing within 30 days of the mail date of the issue. Compensation will be at the discretion of the Association and will be in-kind only.

The advertiser(s) and their agent(s) assume all liability and responsibility for any claims arising from any advertising content including text, photography and illustrations, and will keep the Assocation harmless from any such claims.

The terms and conditions on this rate card may not be altered by any other sales agreement, insertion order, or contract whether spoken or written, unless specifically allowed for by the Association in writing.

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Insertion Order

Contact Information:

Company Name: _____ Contact Name: _____

Address: City/Province/Postal Code: _____

Phone:_____ Fax: _____

E-mail: _____ Outlook Advertising Representative: _____

Ad Size: _____ Description: _____ Frequency: _____

First issue date: _____ Last issue date: _____ Total due: $ _____

Terms and Conditions:

Execution of this insertion order signifies assumption of legal responsibility to pay for all advertising in accordance with the terms as stated herein. Neither the advertiser nor its agency may cancel insertion orders for advertising after the closing date. No refunds will be issued for ads not running due to late artwork submissions or cancellations after closing dates.

Content:

Frequency rates: _____ **Production and design charges:** _____

Ad Size: Less Frequency Discount: _____**Total before Taxes:** _____ **Add 12% HST:** _____

Total Charges: _____

Maximum liability: *For error on the part of* Outlook *and its representatives, liability is restricted to the space rate for this insertion order only.*

Payment: *First-time advertisers: Payment in full at time of booking. Established accounts: Net 30 days of publication. Cancellation must be received in writing.*

Contact:

Pardeep Clair
Certifed General Accountants Association of British Columbia,
300-1867 W. Broadway, Vancouver, B.C. V6J 5L4
(604) 730-6228 toll free in B.C. (800) 565-1211 extension 228;
Fax: *(604) 732-1252*
E-mail: *pclair@cga-bc.org*