

# Vital Signs

A Calgary & Area Physician's Association publication

Advocating for physicians, caring for patients

## Ad sizes and rates

The Calgary and Area Physician's Association publishes Vital Signs, a full colour magazine 11 times annually, (not published in August) and is distributed directly to approximately 2000 physicians in the Alberta Health Services - Calgary Health Region and 1500 residents, interns and senior AHS management. Classified and display ads are welcomed at the rates below. Ads must be received on the 15th of the month prior to publication in the forthcoming issue. Additionally, Vital Signs is available on the CAPA website at [www.capa.cc](http://www.capa.cc).

- Ads are four colour
- Printing method: Sheet fed offset

### Classified ads for Vital Signs

- Prices listed below do not include GST
- \$85 for 50 words or less; 25¢ each additional word
- Publication trim size: 8.5" (wide) x 11" (high)
- Special positioning: – Back outside page, add 25% premium
  - Other, add 15% premium
- Member discounts: – 40% for classified ads
  - 25% for display ads
- Additional costs: Photography, re-building poor quality logos, client revisions
- Please supply digital files only. Artwork can be created in Illustrator 11 CS, QuarkXPress 5, Photoshop 8 CS, InDesign CS or as a high resolution PDF. All images and fonts must be included. Illustrator documents should have text converted to paths and be saved as EPS files. Any images must be 300 DPI and PDF files must have embedded spot colors – not CMYK. Files submitted can be in Mac or PC format.

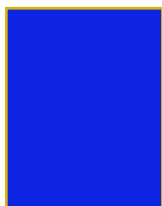
To place an ad or for more information please contact:

Dave Lowery, CAPA communications director, P. 403-243-9498 or E-mail: [bethere@shaw.ca](mailto:bethere@shaw.ca)

*The Calgary and Area Physician's Association reserves the right to refuse advertising.*

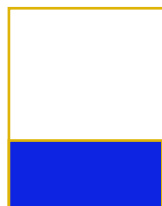
*Effective February 2009*

## Display ads for Vital Signs



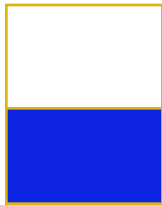
### Full page

**Non-bleed:** Width 20.3 cm height 26.7 cm  
**Bleed:** Width 22 cm height 28 cm  
**Rates:** 1 x \$1,100  
 6 x \$890 each  
**Design:** \$350



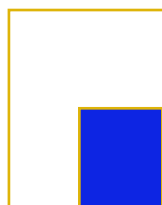
### Third page horizontal

**Size:** Width 18.4 cm height 8.1 cm  
**Rates:** 1 x \$495  
 6 x \$405 each  
**Design:** \$250



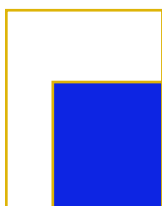
### Half page horizontal

**Size:** Width 18.4 cm height 12.2 cm  
**Rates:** 1 x \$700  
 6 x \$560 each  
**Design:** \$285



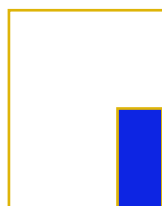
### Quarter page box

**Size:** Width 8.9 cm height 12.2 cm  
**Rates:** 1 x \$415  
 6 x \$340 each  
**Design:** \$245



### Third page box

**Size:** Width 12.1 cm height 12.2 cm  
**Rates:** 1 x \$495  
 6 x \$405 each  
**Design:** \$250



### Sixth page vertical

**Size:** Width 5.7 cm height 12.2 cm  
**Rates:** 1 x \$325  
 6 x \$255 each  
**Design:** \$240