

# the Chemunicator

LE MAGAZINE DE L'ASSOCIATION CANADIENNE DES DISTRIBUTEURS DE PRODUITS CHIMIQUES  
THE MAGAZINE OF THE CANADIAN ASSOCIATION OF CHEMICAL DISTRIBUTORS

SPRING-2013 PRINTEMPS-2013

CDN \$3.95

## + GENERATIONS + GÉNÉRATIONS



Responsibility Matters™ - La responsabilité, notre priorité™



## Advertising Media Kit

### 2020 Rates

Industry Magazine Created & Published by:  
Responsible Distribution Canada



# Why Advertise in the Chemunicator?



## 10 REASONS WHY YOUR COMPANY SHOULD BE ADVERTISING WITH US:

1. **Targeted Demographic** = YOUR DIRECT CUSTOMERS & POTENTIAL CUSTOMERS
2. **GRP** (Gross Rating Points) **is OVER 9,000**
3. **REACH over 3,400 SUBSCRIBERS from the chemical supply chain** = 50 Member Companies, 90 Affiliates, Government Bodies (Federal, Provincial & Others) and International Groups
4. **International Spill Over** (Europe, UK, Mexico & South America)
5. **Published 2 times / Year** (Spring-Summer & Winter)
6. **Strong to the point articles and editorials directly related to the Chemical Supply Chain**
7. **First Class Magazine** = 8x10, full colour pages, printed on high gloss, medium grade paper
8. **CUSTOMIZED ADVERTISING PACKAGES** (Don't be afraid to call us for a customized package that better meets your Company needs).
9. **CELEBRATING 30 YEARS OF PRINT EXCELLENCE!**
10. **A good opportunity to support your Association and the Industry that makes you and your Company a SUCCESS!!!**

To see a library of our past magazines, please visit [Our Website](#) OR

Call our office and ask for a magazine(s) to be sent to you by mail. Tel.: 905.332-8777 ext. 27

# ADVERTISING RATE CARD

PLEASE NOTE: THERE ARE 3 BASIC STEPS FOR CALCULATING YOUR TOTALS

## STEP 1: choose a size

Size	1 Time Space	1 Year Package 2 issues
Full Page	\$910.00	\$730.00
1/2 Page	\$633.00	\$510.00
1/3 Page	\$540.00	\$432.00
1/4 Page	\$417.00	\$334.00
Business Card	\$278.00	\$257.00

## Example

1 Year Package  
Full Page Adv.  
= \$730.00

## STEP 2: confirm the amount of colours in your Advertisement

	Four Colour	1 Colour / Black & White
Colour Charge	\$685.00	\$250.00

Four Colour  
= \$685.00

## STEP 3: choose a location in the magazine

No charge for Companies who do not have a position preference.

Premium Position	1 Time Space	1 Year Package 2 issues
Back Cover	\$510.00	\$315.00
Inside Front Cover / Inside Back Cover	\$300.00	\$185.00

Inside Front Cover  
= \$185.00

Total for 1 Issue  
= **\$1,600.00**

(HST applicable)

# Material Deadlines

# Mechanical Requirements

## 2020 Schedule

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**SPRING - SUMMER ISSUE – Delivery ETA: Early June, 2020**

**Material Deadline: May 8<sup>th</sup>, 2020**

**FALL - WINTER ISSUE – Delivery ETA: Early December**

**Material Deadline: November 13<sup>th</sup>, 2020**

Standard Unit Size

Full Page: 8" x 10.875"

Full Page, with Bleed: 8.25" x 11.125"

1/2 Page horizontal: 5"H x 7.25"W

1/4 Page: 3-3/8 x 4-7/8"

Single Bleed Size: 8.375" x 11.125"

Trim Size: 8.125" x 10.875"

DPS Bleed Size: 16.5" x 11.125"

Method of Binding: Saddle Stitching





For questions relating to Advertising Space and Availability,  
please contact Catherine Wieckowska at:

Tel.: 905.332-8777 ext. 24

Email: [catherine@rdcanada.ca](mailto:catherine@rdcanada.ca)

... We customize advertising packages so please contact us to discuss your options...

Responsible Distribution Canada

1160 Blair Road, Unit 1

Burlington, Ontario L7M 1K9

Web: [www.rdcanada.ca](http://www.rdcanada.ca)