

PEOPLETALK IS BC'S ONLY HR PUBLICATION

PeopleTalk magazine is the voice of the British Columbia Human Resources Management Association (BC HRMA).

For more than 50 years, BC HRMA has served the needs of our members delivering programs and services to the human resources and labour relations community.

Published four times a year, **PeopleTalk** informs human resources managers, specialists and consultants about developments affecting their profession.

You can find our readers in most sectors of the economy, including law, resource industries, recruitment and selection, government agencies, health and pension benefits, management accounting and payroll, occupational health and safety, labour relations, high-tech industries and consulting.

PeopleTalk readers are looking for insightful analysis of emerging trends, constructive criticism on existing practices and everyday guidance in an increasingly changing and complex workplace.

ADVERTISING RATES



BC HRMA Members receive a 20% discount!

BLACK & WHITE	1x	2x	3x	4x
Full Page	\$2085	\$1945	\$1715	\$1629
2/3 Page	\$1625	\$1519	\$1435	\$1355
1/2 Page	\$1269	\$1215	\$1159	\$1099
1/3 Page	\$ 975	\$ 915	\$ 859	\$ 799
TWO COLOUR	1x	2x	3x	4x
Full Page	\$2315	\$2155	\$1945	\$1855
2/3 Page	\$1859	\$1755	\$1649	\$1575
1/2 Page	\$1499	\$1435	\$1355	\$1315
1/3 Page	\$1199	\$1145	\$1075	\$ 995
FULL COLOUR	1x	2x	3x	4x
OBC	\$4355	\$4099	\$3895	\$3675
IFC	\$3695	\$3459	\$3245	\$3075
IBC	\$3399	\$3195	\$3025	\$2815
Full Page	\$2775	\$2535	\$2339	\$2255
2/3 Page	\$2305	\$2153	\$2035	\$1935
1/2 Page	\$1945	\$1875	\$1795	\$1655
1/3 Page	\$1665	\$1565	\$1484	\$1429

* All rates are net and do not include applicable taxes. **Production charges are extra.**

Guaranteed Position Agency

add 20%
add 15%

CLOSING DATES

SPRING 2011

Advertising Space Close	January 14, 2011
Digital Ad Material Due	January 24, 2011
Inserts Due at Printer	February 21, 2011
Mailed	March 8, 2011

SUMMER 2011

Advertising Space Close	April 20, 2011
Digital Ad Material Due	May 2, 2011
Inserts Due at Printer	May 31, 2011
Mailed	June 15, 2011

FALL 2011

Advertising Space Close	July 6, 2011
Digital Ad Material Due	July 14, 2011
Inserts Due at Printer	August 12, 2011
Mailed	August 29, 2011

WINTER 2011

Advertising Space Close	October 20, 2011
Digital Ad Material Due	October 28, 2011
Inserts Due at Printer	November 25, 2011
Mailed	December 5, 2011



**For more information or to book your advertising space, please contact:
Ruth Lumsden, Advertising Manager, BC HRMA 604-868-0607 rumsden@bchrma.org**

SPECIFICATIONS

Printing Process: Sheet-fed

Screen: 150 lines per inch

Binding Method: Saddle-stitched

SUBMITTING AN AD VIA EMAIL

- Email digital files for logos/images, as well as final digital artwork directly to our preflight department at aftaab@imaginationthink.com
- For ads requiring production, email Aftaab Gulam at aftaab@imaginationthink.com
- **Mark all correspondence with your company name, project and issue date** (i.e. Company X, PeopleTalk, Fall 2011).

PRINT MEDIA SPECIFICATIONS

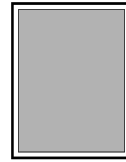
- All ads must be supplied in a digital format meeting specifications for electronic output.
- **We accept files created in the following software programs (Macintosh format is preferred):**
 - Adobe InDesign, up to and including version CS3
 - Adobe Illustrator, up to and including version CS3
 - Adobe Photoshop, up to and including version CS3
- Resolution of images and logos must be at **300 dpi at 100% output size.**
- Colour matching cannot be guaranteed unless a professionally calibrated, industry standard colour match proof is provided
- Clients will receive proofs of their ads (by email or fax) and must provide final approval to confirm the processed file's accuracy
- Files can be submitted via email, CD, DVD, or by uploading to our Online File Transfer System.
- To upload files using our File Transfer Protocol (FTP) System, see below or contact Aftaab Gulam at aftaab@imaginationthink.com:

ftp server: [ftp.imaginationthink.com](ftp://ftp.imaginationthink.com)

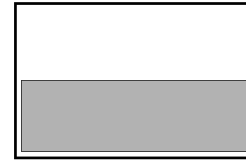
login: advertisers@imaginationthink.com

password: Ad4P30p13T@lk!

AD SIZES



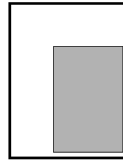
full page



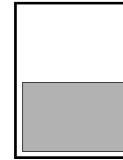
1/2 double page spread



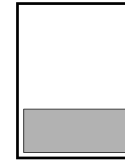
double page spread



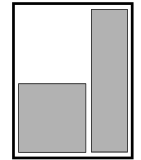
digest



1/2 horizontal



1/3 horizontal



1/3 vertical
1/3 square

Ad Sizes	Non-Bleed (width x height)	Bleed Ad - Trim*	Bleed Ad - Live (width x height)
Full Page	7 3/16" x 10 1/16"	7 7/8" x 10 7/8"	7 1/8" x 10 1/8"
2/3 Vertical	4 3/4" x 10 1/16"	5 1/8" x 10 7/8"	4 3/8" x 10 1/8"
Digest	4 3/4" x 7 1/2"	-	-
1/2 Page Horizontal	7 3/16" x 4 15/16"	7 7/8" x 5 5/16"	7 1/8" x 4 9/16"
1/3 Page Horizontal	7 3/16" x 3 1/4"	7 7/8" x 3 5/8"	7 1/8" x 3 3/8"
1/3 Page Vertical	2 5/16" x 10 1/16"	2 11/16" x 10 7/8"	2" x 10 1/8"
1/3 Page Square	4 3/4" x 4 15/16"	-	-
DPS	15 1/16" x 10 1/16"	15 3/4" x 10 7/8"	15" x 10 1/8"
1/2 DPS	15 1/16" x 4 15/16"	15 3/4" x 5 5/16"	15" x 4 9/16"

* For bleed ads please allow at least 1/8" beyond trim on all sides

GENERAL POLICY

- The publisher will not be responsible for ad material beyond 12 months after publication.
- Advertising is non-cancellable after closing date.
- Rates do not include Harmonized Sales Tax (HST).
- Interest of 2% per month is charged on unpaid accounts after 30 days. On direct accounts, payment must be made with the order or at the closing date unless credit terms have been arranged in advance.

Sales Service

Ruth Lumsden
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Fax 604-684-3225
rlumsden@bchrma.org

Production Service

Aftaab Gulam
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aftaab@imaginationthink.com

BC Human Resources Management Association

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