

2012 Editorial Calendar				
	Spring	Summer	Fall	Winter
Space Closing	February 17	May 18	August 10	October 12
Material Closing	February 24	May 25	August 17	October 19
*Dates are subject to change				
REGULAR EDITORIAL FEATURES				
ambiance	Feature on both a Canadian Spa (Eng) and a Quebec-based Spa (Fr)			
beauty marks	Skincare and esthetics technologies			
crossroads	Industry news, products, events and training, classifieds			
strategies	Business, marketing, and management tips to make your business work			

## Display Advertising Rates (English)

(4C only)	1X	2-3X	4X
Full page	\$2,580	\$2,450	\$2,330
½ page island	2,195	2,085	1,980
½ page	1,935	1,840	1,750
⅓ page	1,675	1,590	1,510
¼ page	1,420	1,350	1,285
DPS	4,645	4,415	4,195
Covers			
IFC/IBC	\$3,225	\$3,065	\$2,910
OBC	3,095	2,940	2,795

## Display Advertising Rates (French)

(4C only)	1X	2-3X	4X
Full page	\$1,270	\$1,205	\$1,145
½ page island	1,110	1,055	1,005
½ page	955	905	860
⅓ page	825	785	745
¼ page	700	665	630
DPS	2,285	2,170	2,060
Covers			
IFC/IBC	\$1,590	\$1,510	\$1,435
OBC	1,525	1,450	1,380

Please include crop marks for all ads and if bleed is supplied, supply the bleed at 1/8 inch beyond the trim.

Reserve space in both the English and French editions and receive a 20% discount.

Dimensions	Width		Depth
Trim page	8.375	x	10.875
Bleed page	8.625	x	11.125
Live area	7.25	x	9.875
⅔ page vert.	4.75	x	9.875
½ page vert.	3.4	x	9.875
½ page horiz.	7.25	x	5.0
⅓ page vert.	2.25	x	9.875
⅓ page horiz.	7.25	x	3.0
¼ page	3.4	x	4.75
DPS	16.75	x	10.875

## Website Rates

Homepage Position	Monthly Rate	
Banner Ad	\$500	Discounted frequency for the web rates: 3 month: 5% off, 6 month: 10% off, 12 months: 15% off
Large Box Ad	350	
Square Ad	175	

## Mechanical Requirements

**Electronic Material:** Digital files only. **PDF/X-1a files are preferred.** Alternate acceptable formats include: Macintosh format, QuarkXPress 7, InDesign CS4, Illustrator CS4, Photoshop CS4 (or earlier). Include all fonts and high-resolution images (300 dpi files for best resolution) in TIFF or EPS format (**CMYK only**). **To ensure the accuracy of all advertisements, a full-size colour proof must be provided.**

Publisher shall not be liable for any advertisements received without a colour proof.

**File Transfer:** DVD, CD, FTP or e-mail. Smaller files can be e-mailed up to a maximum file size of 10MB. Send to design@dvtail.com and jforbes@dvtail.com.

**FTP Site:** Please send an email to ftp@dvtail.com for password information for the *Spa Inc.* FTP site.

**Design Services:** Complete design services are available at an additional charge. For details, please contact: Roberta Dick, robertad@dvtail.com or Joanna Forbes, jforbes@dvtail.com, Tel: 905.886.6640

## Terms and Conditions

**Agency Commission:** Fifteen per cent (15%) of gross to recognized agencies.

**Terms:** Net 30 days. Two per cent (2%) per month interest on overdue accounts.

Our published rates does not include applicable taxes, which will be added in invoices and clearly identified.

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**Publisher Conditions:** Advertising material is subject to approval by the publisher. If an advertiser's contract is not fulfilled as specified, the advertiser agrees to pay the resulting short rates back to the best earned space rate applicable.

## Editorial Submissions

*Spa Inc.* will consider content that reflects the *Spa Inc.* editorial position. Editorial content may be subject to change at the discretion of the editor. To submit content for consideration, contact:

Heather Ednie, hednie@dvtail.com

## Mail or fax contracts/insertion orders and material to:

Dovetail Communications Inc.  
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