

2012 editorial calendar

ISSUE	THEME	SPACE CLOSING	MATERIAL CLOSING
January/February	Manufacturing	November 18/11	November 25/11
March/April	Certificate of Authorization	January 20	January 27
May/June	Complaints & Discipline	March 23	March 30
July/August	PEO & Natural Science	May 28	June 1
September/October	Education	July 23	July 30
November/December	Engineering & Healthcare	September 17	September 24

REGULAR COLUMNS

Awards

Awards won by Ontario's professional engineers

Datepad

Calendar of professional development events of interest to engineers

Ethics

Series on ethics in everyday practice

Fast Facts

Processes and resource allocation for PEO's regulatory and governance activities

Formation

Issues related to the qualifications for acquiring and keeping a P.Eng. licence

Gazette

Decisions of engineering discipline and enforcement matters

News

Current PEO events, regulatory trends and issues

Professional Practice

Series on topical practice issues, featuring guidance for the practitioner

Profile

Profiles of Ontario professional engineers, past and present, who have made significant contributions to the profession and society through their work

Regulation

Interpretation of the wording of the act and regulations and practical examples in the workplace

Safety Engineering

New developments in legislation, techniques or knowledge that affect public safety where engineering is concerned

Viewpoint

A forum for engineers to air their views on issues affecting the profession

2012 advertising rates & data

FOUR-COLOUR RATES	1X	3X	6X
Full	\$8,360	\$7,945	\$7,555
2/3 page	7,745	7,360	6,995
1/2 island	7,105	6,750	6,415
1/2 page	6,040	5,740	5,455
1/3 page	4,905	4,660	4,430
1/4 page	4,330	4,115	3,910
DPS	16,000	15,215	14,460
OBC	11,005	10,460	9,935
IFC/IBC	10,715	10,185	9,670

Covers are non-cancellable, full-page, four-colour process

BLACK & WHITE RATES	1X	3X	6X
Full	\$6,200	\$5,900	\$5,600
2/3 page	5,460	5,190	4,930
1/2 island	4,650	4,420	4,200
1/2 page	3,740	3,555	3,380
1/3 page	2,615	2,485	2,360
1/4 page	2,050	1,950	1,855
DPS	11,990	11,380	10,830

SECOND OR MATCHED COLOURS:

Standard colour: \$1,055 Matched colour: \$1,155

Bleed: No extra charge

Special positions: 25% surcharge, space only

Inserts/outserts: Rates available on request

	1x	3x	6x
Product File	\$1,180	\$1,120	\$1,065

Full-colour guide to catalogues, brochures and literature.

Unit size: 3.5"(w) x 2.6875"(h)

CAREER, CLASSIFIED & APPOINTMENT NOTICES ADVERTISING:

Minimum: Two column inches, \$450

Each additional column inch, \$225

More than seven column inches, use display rates

PROFESSIONAL DIRECTORY:

Three insertions: \$1,185 (\$395 ea)

Six insertions: \$1,805 (\$300.83 ea)

Unit size: 3.3125"(w) x 1.25"(h)

Minimum: Three insertions

DIGITAL EDITION ADVERTISING:

	1x	3x	6x
Skyscraper	\$1,290	\$1,225	\$1,165

Unit size: 120 pixels(w) x 489 pixels(h). Maximum file size is 100K. Please send in a jpg, gif, png or swf format. Flash player 9 at a frame rate of 40 fps.

MAIL OR FAX CONTRACTS/INSERTION ORDERS AND MATERIAL TO:

Dovetail Communications Inc.
Richmond Hill, ON L4B 1J2
Email: engdim@dvetail.com

30 East Beaver Creek Road, Suite 202
Tel: 905.886.6640 Fax: 905.886.6615
Website: www.dvetail.com

Cancellations and space changes not accepted after closing date.

DIMENSIONS

	Width	Depth
Full Page	8.125	10.875
Full Page Bleed	8.375	11.125
Full Page Live Area	7	10
2/3 Page	4.625	10
1/2 Island	4.625	7.5
1/2 Horizontal	7	4.875
1/3 Vertical	2.125	10
1/3 Square	4.625	4.875
1/4 Horizontal	4.625	3.375
1/4 Vertical (classified only)	3.375	4.875
Column Width	2.125	—
Double Column	4.625	—
Number of Columns	3	—

Note:

1) On full-page ads, please ensure that no words or photos appear outside the live-area dimensions (7"x 10")

2) All ads must have a black 0.5 keyline frame

MECHANICAL INFORMATION

Electronic material: Digital files only. **PDF/X-1a: 2001 files are preferred.** Alternative 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. The publisher shall not be liable for any advertisements received without a colour proof.

File transfer media: DVD, CD, FTP or email. Smaller files can be emailed up to a maximum file size of 10MB. Send to design@dvetail.com and jforbes@dvetail.com.

FTP site: ftp.dvetail.com. Please send an email to ftp@dvetail.com for password information for the *Engineering Dimensions* FTP site.

Design services: Complete design services are available at an additional charge.

For details, please contact: Roberta Dick, robertad@dvetail.com or Joanna Forbes, jforbes@dvetail.com, Tel: 905.886.6640

TERMS & 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.

Taxes: Our published rates do not include applicable taxes, which will be added to invoices and clearly identified.

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.

Circulation: *Engineering Dimensions* has a CCAB-audited circulation of **70,843** to qualified professional engineers in industry, government, private practice, retired and non-employed.