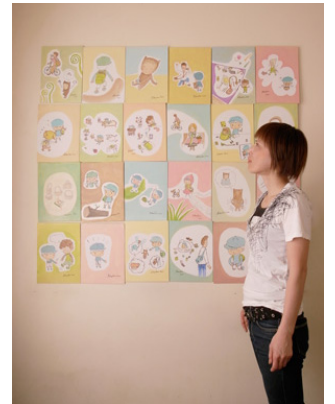


# thebulletin

Advertising Rates 2014



Web ads now available!  
[www.jccabulletin-geppo.ca](http://www.jccabulletin-geppo.ca)

# 月報 thebulletin

A Journal Of Japanese Canadian Community, History & Culture

## Reach 15,000 readers for as low as \$62.50 a month!

Since 1958 **The Bulletin** has been Western Canada's only bilingual English/Japanese arts, culture and news magazine.

With highly competitive ad rates and a focused readership **The Bulletin** provides excellent opportunities for advertisers.

Readers remember you with repeated exposure, so take advantage of substantial discounts of up to 50% off for long term advertisers! Non-profit organizations receive 35% off the regular rate.

Target both an established and growing community with ad space available in English and Japanese. Advertise in both sections and receive 50% off the regular rate on the second ad.

**The Bulletin** is distributed to a national readership with a concentration in Vancouver's Lower Mainland.

Magazine format 8½" x 10"

Deadline for ad submissions:  
**15th** of each month

### Ad specifications

Digital file:  
PDF (high resolution), EPS, TIFF, JPEG  
All Japanese text must be attached as a Word file

### Special issues

August (Powell St Festival Program) and December (Holiday Gift Guide)  
Full colour available

### Website ads

293 x 293 pixels, JPEG or GIF  
\$50 per month or \$25 per month for print advertisers



Free distribution	2500
Subscribers	2500
Circulation	5000
<b>Total readers</b>	<b>15,000</b>

For more information  
please contact:

Anne Jew

Advertising Manager

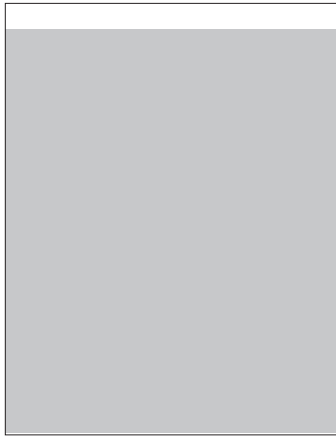
**604 609 0657**

annejew@telus.net

jccabulletin-geppo.ca



The Bulletin is a  
publication of the Greater  
Vancouver Japanese  
Canadian Citizens'  
Association



**Back Cover (Colour)**

7 x 9

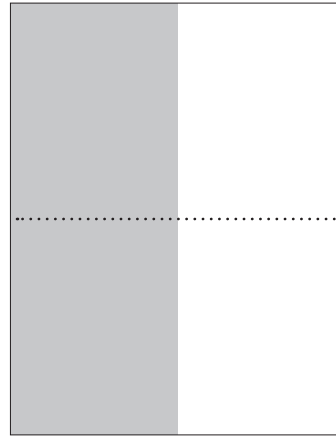


**IFC/IBC (Colour)**

7 ¼ x 9 ½

**Full Page**

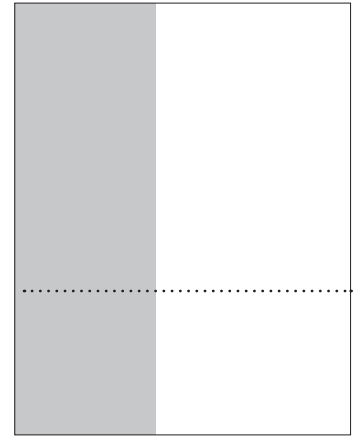
7 x 9 ¾



**1/2 Page**

V 3 7/8 x 9 3/8

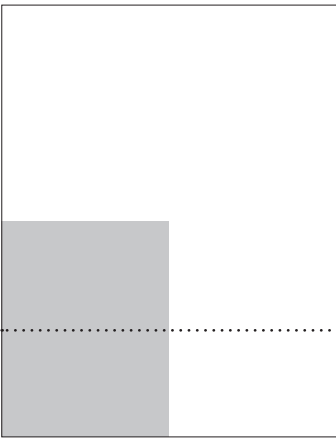
H 7 x 4 5/8



**1/3 Page**

V 2 7/8 x 9 3/8

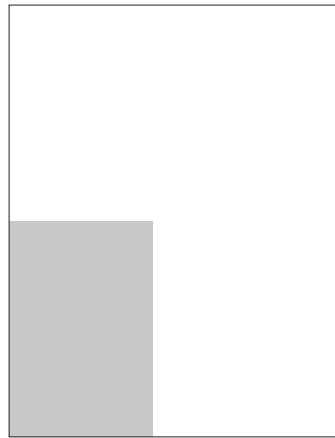
H 7 x 3 ¼



**1/4 Page**

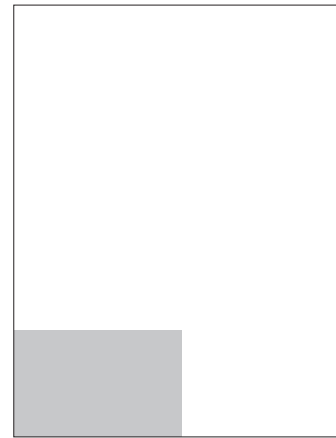
V 3 7/8 x 4 5/8

H 7 x 2 ½



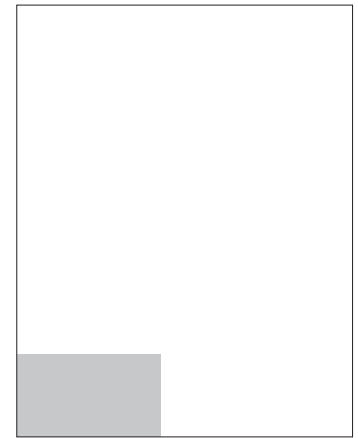
**1/6 Page**

2 7/8 x 4 5/8



**1/8 Page**

3 7/8 x 3



**1/12 Page**

2 7/8 x 2

All measurements are in inches

## The Bulletin Display Ad Rates

Months	1-2	3-5	6-11	12
<b>Discount</b>		<b>20%</b>	<b>35%</b>	<b>50%</b>
<b>Back Cover (Colour)</b>	750.00	600.00	487.50	375.00
<b>IFC/IBC (Colour)</b>	700.00	560.00	455.00	350.00
<b>Full Page</b>	650.00	520.00	422.50	325.00
<b>1/2 Page</b>	400.00	320.00	260.00	200.00
<b>1/3 Page</b>	275.00	220.00	178.25	137.50
<b>1/4 Page</b>	225.00	180.00	146.25	112.50
<b>1/6 Page</b>	175.00	140.00	113.75	87.50
<b>1/8 Page</b>	150.00	120.00	97.50	75.00
<b>1/12 Page</b>	125.00	100.00	81.25	62.50

Rates do not include GST and are subject to change. Discounted ads must be prepaid.