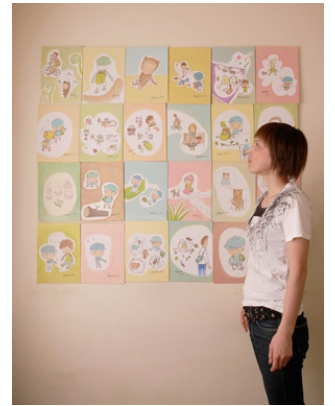


月報

# thebulletin

Advertising Rates 2011



# 月報 thebulletin

A Journal Of Japanese Canadian Community, History & Culture

## Reach 15,000 readers for as low as \$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

Spot colour and 4 colour are now available.

Call for rates.



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

For more information  
please contact:

Anne Jew

Advertising Manager

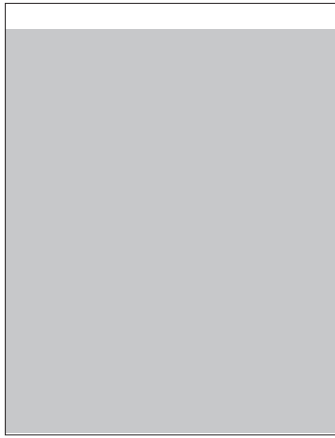
**604 609 0657**

[annejew@vcn.bc.ca](mailto:annejew@vcn.bc.ca)

[jccabulletin-geppo.ca](http://jccabulletin-geppo.ca)



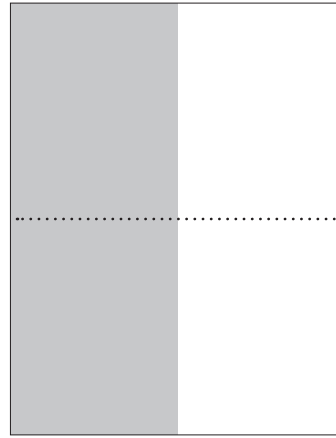
**The Bulletin** is a  
publication of the Greater  
Vancouver Japanese  
Canadian Citizens'  
Association



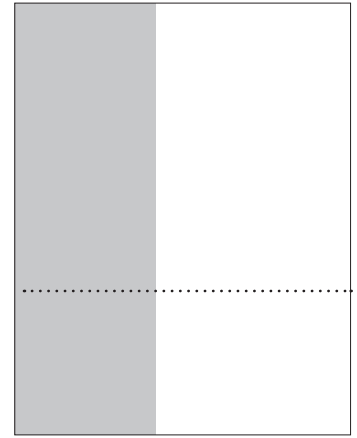
**Back Cover (Colour)**  
7 x 9



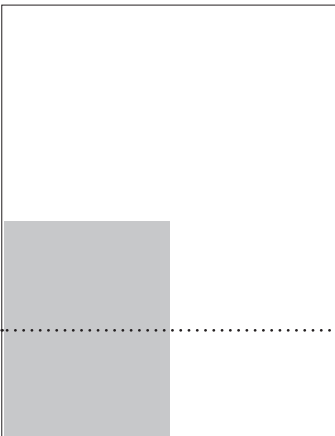
**IFC/IBC (Colour)**  
7 ¼ X 9 ½  
**Full Page**  
7 x 9 3/8



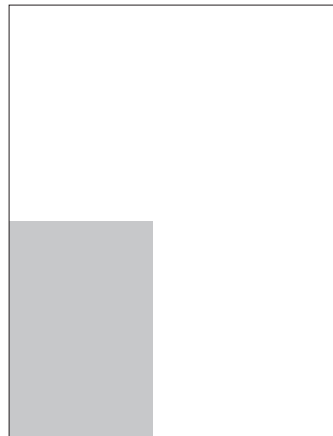
**1/2 Page**  
V 3 7/8 x 9 3/8  
H 7 x 4 5/8



**1/3 Page**  
V 2 7/8 x 9 3/8  
H 7 x 3 ¼



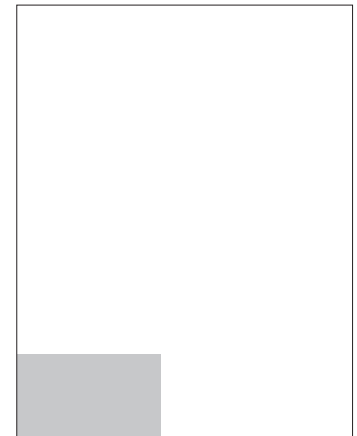
**1/4 Page**  
V 3 7/8 x 4 5/8  
H 7 x 2 1/2



**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
Discount		20%	35%	50%
Back Cover (Colour)	750.00	600.00	487.50	375.00
IFC/IBC (Colour)	700.00	560.00	455.00	350.00
Full Page	600.00	480.00	390.00	300.00
1/2 Page	350.00	280.00	227.50	175.00
1/3 Page	225.00	180.00	146.25	112.50
1/4 Page	200.00	160.00	130.00	100.00
1/6 Page	150.00	120.00	97.50	75.00
1/8 Page	125.00	100.00	81.25	62.50
1/12 Page	100.00	80.00	65.00	50.00

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