

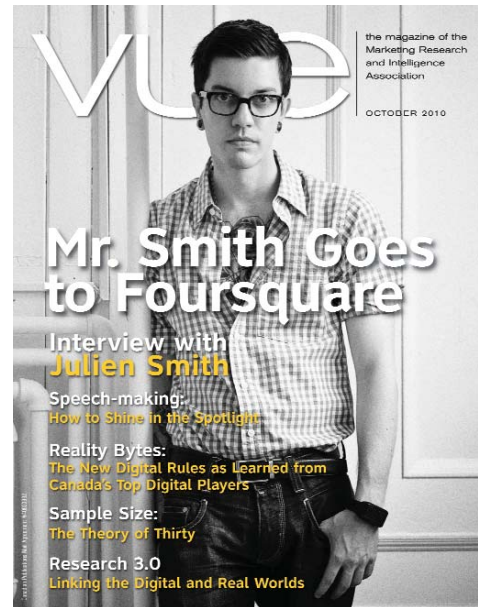
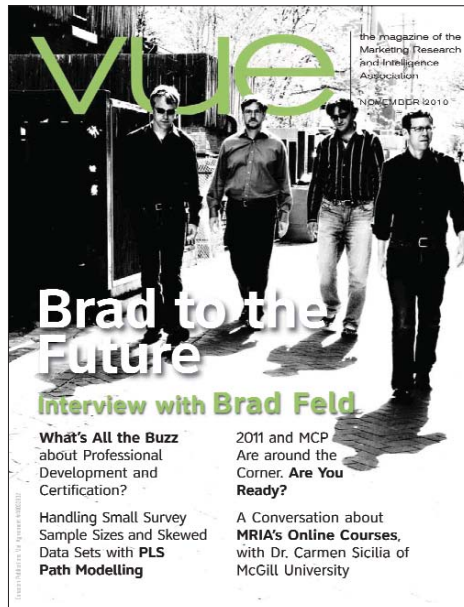
vue



2012 ADVERTISING GUIDELINES & TECHNICAL SPECS



Be Heard
Be Seen
Be Vue'd



Marketing Research and Intelligence Association
L'Association de la recherche et de l'intelligence marketing

www.mria-arim.ca

INTRODUCTION



EDITORIAL POLICY

Vue magazine publishes articles, opinions and news on Canada's marketing research and intelligence industry. Our primary focus is to add to the discussion and body of knowledge of the industry. The Editorial Team considers all relevant and newsworthy submissions of professional interest to members and publishes those it deems suitable. Items that are national and international in scope, ideally in line with our themed calendar have an editorial priority.

ARTICLES

Potential authors interested in submitting an article for publication should contact the Editor-in-Chief in advance with a synopsis. Once this is received the Editor-in-Chief will provide input on the potential acceptance, scope and preferred word length (generally up to 2,000 words). Prior to printing, the Editorial Team will require a 50-word bio and recent photos (head shots or group) along with any images that are to be incorporated onto the body of the article. One set of author's revisions will be permitted prior to printing.

LETTERS TO THE EDITOR

Letters to the Editor are strongly encouraged. The Editorial Team does reserve the right to reject any letter which is considered defamatory or which may put the MRIA at any legal risk. Letters to the Editor do not necessarily reflect the opinions of the Editorial Team or the MRIA. The preferred length for a letter to the editor is 200 words or less. In the case where a submission makes reference to a third party, the Editorial Team reserves the right to share the letter with the named third party to provide them with the opportunity to produce a written response (of the same length) in the same issue.

REPRODUCTION AND USE OF MATERIAL

All materials submitted will be reviewed by the Editorial Team. Once accepted, they may be edited for length, clarity or accuracy and then placed in the MRIA on-line Library. The MRIA reserves the right to refuse any submission. The opinions and conclusions expressed in *Vue* magazine are those of the authors and are not necessarily endorsed by the MRIA.

EDITORIAL CALENDAR – YEAR 2012 (SUBMISSION DATES REVISED FEBRUARY 2012)

Month	Editorial	Submission Deadline
January / February	MOBILE RESEARCH	January 3
March	ENTREPRENEURSHIP	February 3
April	FINANCIAL	March 2
May	THE CONFERENCE ISSUE	April 3
June	MEDIA AND JOURNALISM	May 3
July / August	TOURISM	June 4
September	EDUCATION	August 3
October	GOVERNMENT AND DIVERSITY	September 3
November	BRANDING AND ADVERTISING	October 3
December	THE FUTURE - LOOKING AHEAD	November 2

ADVERTISERS – THANK YOU FOR THE SUPPORT you have shown for *Vue* magazine over the years and we look forward to counting you among our print and digital advertisers in 2012. We welcome inquiries from advertisers, authors, students and the business community.

Stephen Popiel, PhD, CMRP, Chair, Publications

David Hamburg, Editor-in-Chief

Anne Marie Gabriel, Managing Editor

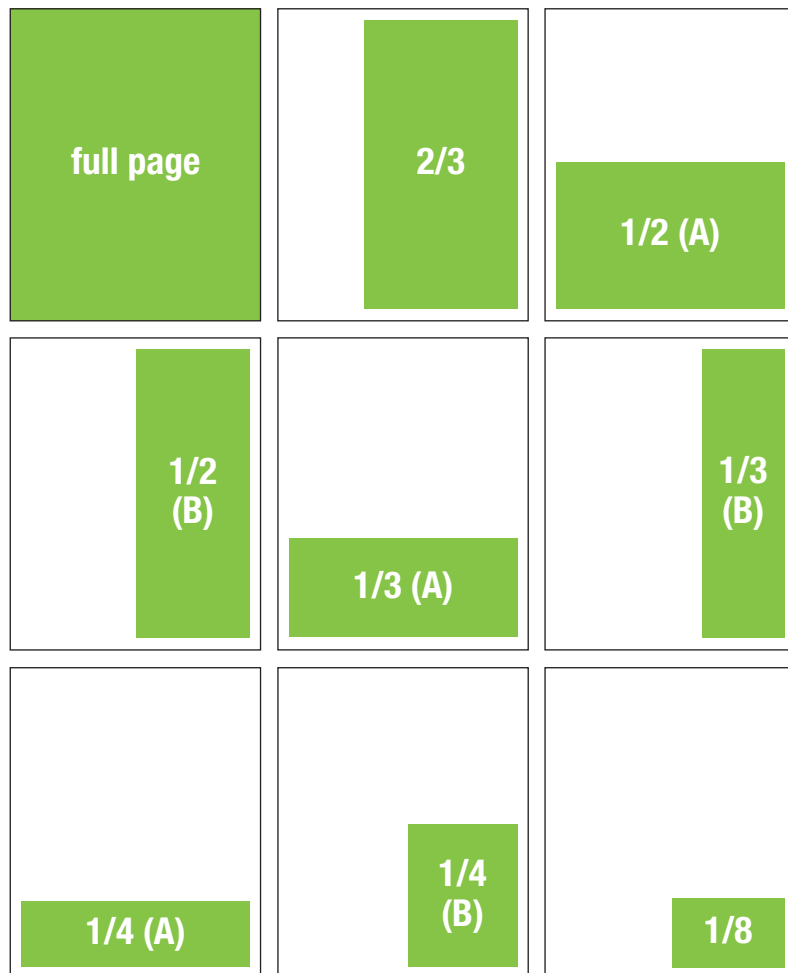
Christian Mueller, PhD, CMRP, Associate Editor

TECHNICAL SPECIFICATIONS

2012 ADVERTISING DIMENSIONS

The following are the sizes of advertisements that we use. Inserts can also be sent along with *Vue* in our poly bag (clear plastic) sealed packaging.

Ad Sizes	width x height (inches)
1 page	8 1/2 x 11
double page spread	17 x 11
2/3 page	4 5/8 x 9 1/2
1/2 page (A)	7 x 4 3/4
1/2 page (B)	3 7/16 x 9 1/2
1/3 page (A)	7 x 3
1/3 page (B)	2 1/4 x 9 1/2
1/4 page (A)	7 x 2 1/4
1/4 page (B)	3 7/16 x 4 3/4
1/8 page	3 7/16 x 2 1/4
Insert one page	8 1/2 x 11
Insert one page	17 x 11



Vue is a magazine published by the national headquarters of MRIA (Marketing Research and Intelligence Association). *Vue* is published ten times a year with over 1,800 print copies along with digital distribution of each issue.

VUE PRINT ARTWORK

METHOD OF PRODUCTION

Vue is printed digitally therefore your ad is full colour. Since there can be fluctuations in the colour tones, we cannot guarantee a full colour match. We pay close attention and try to match the colours as best as possible.

ELECTRONIC TRANSFER:

Vue accepts electronic files only.

ACCEPTED FORMATS

PDF Format

(Adobe Acrobat Distilled "FOR PRESS" files):

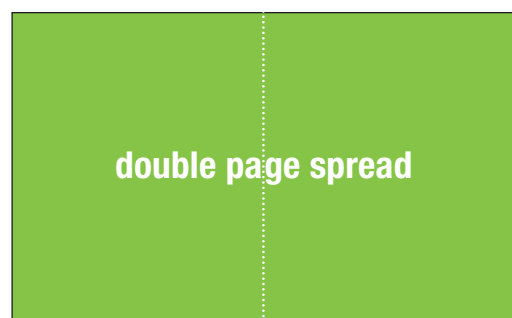
Disable any colour management settings and embed all fonts. All colours must be set to CMYK. Finished trim size for full page is 8 1/2" x 11", bleed allowance is 1/8 inches on all four sides with registration.

TRANSMISSION OF ARTWORK

All PDF files must be sent **for each issue**, including repeats, and should be sent by email to:

Anne Marie Gabriel
 Managing Editor, *Vue* Magazine
 amgabriel@mria-arim.ca
 tel: (905) 602-6854 x8723
 fax: (905) 602-6855

Troubleshooting: If your supplied files do not adhere to the formats required and need troubleshooting, MRIA reserves the right to charge a fee. A quote will be provided after reviewing the required adjustments.



RATES & DATA

2012 ADVERTISING RATES

Ad Sizes	Full Colour	3-5 ads	6-8 ads	9-10 ads
Discount		-5%	-10%	-20%
1 page	\$1,429.00	\$1,357.55	\$1,286.10	\$1,143.20
*premium	\$369.00	\$369.00	\$369.00	\$369.00
Total - Premium Advertisers	\$1,798.00	\$1,726.55	\$1,655.10	\$1,512.20
double page spread (on a request basis / no discount)	\$1,999.00	\$1,999.00	\$1,999.00	\$1,999.00
2/3 page	\$1,169.00	\$1,110.55	\$1,052.10	\$935.20
1/2 page (A)	\$899.00	\$854.05	\$809.10	\$719.20
1/2 page (B)	\$899.00	\$854.05	\$809.10	\$719.20
1/3 page (A)	\$679.00	\$645.05	\$611.10	\$543.20
1/3 page (B)	\$679.00	\$645.05	\$611.10	\$543.20
1/4 page (A)	\$549.00	\$521.55	\$494.10	\$439.20
1/4 page (B)	\$549.00	\$521.55	\$494.10	\$439.20
1/8 page	\$249.00	\$236.55	\$224.10	\$199.20
Insert - one page 8 1/2 x 11	\$1,399.00	\$1,329.00	\$1,259.00	\$1,119.20
Insert - one page 17 x 11	\$1,999.00	\$1,899.05	\$1,799.10	\$1,599.20
**insert - brochure	\$2,500+			

* Premium Advertiser – for inside front cover, page one, page two, three and four, center spreads, inside / outside back covers – additional \$369 per page. Receives preferred logo placement on monthly executive summaries sent to all members, introducing authors and content.

** Other inserts quoted separately, based on size and weight; additional postage may apply

Note: HST must be added to all rates. HST #85916 0574

INSERTS

A limited number of inserts can be circulated with MRIA *Vue*. Inserts are reserved on a first come, first served basis and are considered reserved only when full payment is received by the MRIA Office in Ontario. Please allow us to confirm the number and specific weight of your pre-printed inserts when making your reservation. Inserts can be as small as post cards or as large as one 17" x 11" sheet. You may be asked to pay an extra fee to cover postage for inserts that weigh more than 25g per sheet. In some cases, a full page printed ad within *Vue* may be more effective. Please contact amgabriel@mria-arim.ca for more details.

PREMIUMS

There is a \$369 premium for advertising space on the inside front, page 2, 3 and 4, both back covers and any other special placement request.

SPECIAL PLACEMENT

Special placement requests are considered on a first come, first serve basis and final approval rests with the editor. Requests must be made and confirmed in writing, using the Advertising Agreement contained within this Kit.

2012 DISCOUNTS

Discounts come into effect with a paid commitment of three or more issues. Depending on the frequency of your ad, you may receive discounts of up to 20%:

No. of issues	Discount
9 - 10 issues	20%
6 - 8 issues	10%
3 - 5 issues	5%

DEADLINES

It is very important for *Vue* to be received by members in the first week of each month so that events and activities advertised can be accessed by interested participants, and that information and advertising are disseminated promptly!

The deadline for NOTICE of advertising is the **first of the previous month**. All advertising material **MUST BE AT MRIA OFFICE on the 5th of the month**.

The material due date for inserts is the 11th of the previous month. So, for the June issue, your inserts and payment must be received on or before May 11th. If any deadline falls on a weekend, then inserts and payments are due on the following business day. There is an upper limit on the number of inserts we are able to accommodate and bookings are on a first paid, first served basis.

GENERAL INFORMATION & OTHER SERVICES

ADVERTISING CONTACT:

Anne Marie Gabriel

Managing Editor, *Vue* magazine

Email: amgabriel@mria-arim-ca

Tel: 905-602-6854 x8723

Toll Free: 1-888-602-6742

Fax: 905 602-6855

website: www.mria-arim.ca

GENERAL INFORMATION

Advertising agreements and payment info should be emailed to amgabriel@mria-arim.ca

PAYMENT POLICY

The Marketing Research and Intelligence Association is a non-profit association. No commissions are offered.

For advertisers who have committed to multiple issues, there are several ways to pay: post dated cheques for each month, payment by credit card that would be automatically processed on the first of each month, or prepayment in a lump sum. For advertisers who are placing one advertisement, payment is due with the artwork by the first of the month.

OTHER SERVICES

Typesetting: A quote will be provided by LS Graphics after reviewing the requirements. Any charges will be directly payable to LS Graphics.

Professional Graphic Design: The graphics design company responsible for *Vue*, LS Graphics, can professionally design advertising material. A quote will be provided by LS Graphics after reviewing the requirements. Any charges for the graphics design portion of your ad will be directly payable to LS Graphics.

NEW ONLINE

eVue is sent out monthly to all members and posted to LinkedIn and other social media sites. Advertisers in *Vue* automatically have their logo posted on each issue of *eVue*. Banner ads can be purchased for \$250 or \$500 each, or in advance for the entire year - refer to enclosed order form or contact amgabriel@mria-arim.ca with any inquiries.

WEBSITE BANNER ADS

- File Size: The file size of any banner should not exceed 40K.
- All material must be received in electronic format either in JPEG or GIF format.
- A link to your company's website will be implemented, if desired.
- Dimensions:
 - Ad on News Page: 203 pixels wide x 100 pixels high
 - Ad on any other inside page: 571 pixels wide x 80 pixels high

News Banner

203 pixels wide by 100 pixels high

Inside Banner

571 pixels wide by 80 pixels high

Rates: Banner Ads are being sold on a first come-first serve basis and your ad will stay on our site for 30 days at the following rates:

- MRIA News Page: **\$500.00 (+ HST)**
- Any other page: **\$250 (+ HST)**

MRIA PULSE (EMAIL NEWS)

MRIA Pulse is an electronic newsletter which is broadcast to MRIA Members throughout the year as needed. Sponsors may have an ad with a link leading to their webpage for **\$250 per issue**.

To advertise in MRIA Pulse, please provide the following:

1. Your ad in electronic format (GIF, or animated GIF, or JPEG)
Dimensions: WIDTH: 220 pixels, HEIGHT: 160 pixels (max.)
2. Your website link

We will need both items three business days before the issue is published.



2012 ADVERTISING AGREEMENT



Marketing Research and Intelligence Association
L'Association de la recherche et de l'intelligence marketing



Company: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Telephone: () _____ Fax: () _____

Key Contact for Ads: _____ Date: _____

Email: _____ (DD/MM/YYYY)

Indicate the size of your ad and the months in which you wish your print or web banner ad to appear

vue magazine ad sizes (width x height in inches**)		Full Colour	# of Issues	Total
1 page	8-1/2" x 11"	<input type="checkbox"/> \$1,429		\$
2/3 page	4-5/8" x 9-1/2"	<input type="checkbox"/> \$1,169		\$
1/2 page	<input type="checkbox"/> 7" x 4-3/4" <input type="checkbox"/> 3-7/16" x 9-1/2"	<input type="checkbox"/> \$899		\$
1/3 page	<input type="checkbox"/> 7" x 3" <input type="checkbox"/> 2-1/4" x 9-1/2"	<input type="checkbox"/> \$679		\$
1/4 page	<input type="checkbox"/> 7" x 2-1/4" <input type="checkbox"/> 3-7/16" x 4-3/4"	<input type="checkbox"/> \$549		\$
1/8 page	3-7/16" x 2-1/4"	<input type="checkbox"/> \$249		\$
Insert	one page up to 8.5" x 11" - Please provide 2,000 copies	<input type="checkbox"/> \$1,399		\$
Insert*	one page up to 17" x 11" - Please provide 2,000 copies *other inserts quoted separately, based on size and weight; additional postage may apply	<input type="checkbox"/> \$1,999		\$
	** Premium Placement - for inside front cover, page one-two-three and four, inside / outside back covers - additional \$369 per page	<input type="checkbox"/> \$369		\$
Banner advertising	- <input type="checkbox"/> Pulse e-newsletter	<input type="checkbox"/> \$250		\$
	<input type="checkbox"/> MRIA web, news page	<input type="checkbox"/> \$500		\$
eVue Banner Ads	- <input type="checkbox"/> Member monthly eblast	<input type="checkbox"/> \$250		\$
		<input type="checkbox"/> \$500		\$

Select months you wish to reserve		
<input type="checkbox"/> 01/02	<input type="checkbox"/> 06	<input type="checkbox"/> 11
<input type="checkbox"/> 03	<input type="checkbox"/> 07/08	<input type="checkbox"/> 12
<input type="checkbox"/> 04	<input type="checkbox"/> 09	
<input type="checkbox"/> 05	<input type="checkbox"/> 10	

Subtotal	\$
Minus Discount (select frequency below) _____ %	-\$
Premium, if applicable	\$
Subtotal	\$
HST # 859160574 HST - 13%	\$
TOTAL	\$

VOLUME DISCOUNTS ON ALL PAGE SIZES: 3-5 ads -5% 6-8 ads -10% 9-10 ads -20%

See page 4 for more information.

FOR FREQUENCY DISCOUNT TO APPLY, PLEASE SUBMIT THE FOLLOWING:

Process card payment on: Visa MasterCard Amex

Card No.: _____ Exp. Date _____ / _____
MM YY

Name on Card: _____ Signature of Cardholder: _____
(print clearly)

Fax this form to 905-602-6855 or email to amgabriel@mria-arim.ca

MRIA, 2600 Skymark Avenue, Bldg 4, Unit 104, Mississauga, ON L4W 5B2

Email: amgabriel@mria-arim.ca | website: www.mria-arim.ca

If you have any questions, please call: 905-602-6854 x8723 | Toll Free: 1-888-602-6742