

Big bang for your buck!

Journal

2017 Advertising Rate Card

Editorial Profile

The *Journal*, entering its 110th year, is a bi-monthly publication of *The Royal Astronomical Society of Canada* and is devoted to the advancement of astronomy and allied sciences.

Each issue contains articles about Canadian astronomers, current activities of the RASC and its Centres, research and review papers by professional and amateur astronomers, book reviews, and articles of a popular, historical, biographical, or educational nature of general interest to the astronomical community.

Circulation

The *Journal* is available online or distributed to all 5000+ members of the RASC as a benefit of membership. The RASC members are the most active and dedicated amateur and professional astronomers in Canada.

University libraries and professional observatories around the world receive the *Journal* by subscription—this accounts for another 200 copies (2016 figures).

Rate Card Number Fifteen, Effective September 2016

Photo: NASA, ESA, and J. -P. Kneib (Laboratoire d'Astrophysique de Marseille)



The Royal Astronomical Society of Canada

Dedicated to the Advancement of Astronomy and Allied Sciences

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Ad Design Services

Advertising design services are available from Michael Gatto, see contact information on front.

Display Advertising

Rates

Size	One Insertion	Three Insertions
1/8 Page	\$150	\$130 each
1/4 Page	\$210	\$185 each
1/2 Page	\$330	\$260 each
Full Page	\$450	\$390 each

Special Locations

Size	One Insertion	Three Insertions
Inside Front Cover	\$900	\$690 each
Inside Back Cover	\$720	\$630 each
Outside Back Cover	\$840	\$660 each

Three-insertion rates are for three ads placed in any one-year period. Full-colour ads would appear in the on-line Journal, while the print version is usually B&W. On-line ads are linked to the advertiser's own Web site.

All prices are in Canadian dollars and exclude GST/HST. Payment is Net 30 days following the date of publication mailing. Pre-payment may be required for new advertisers.

Prices, conditions, and other information on this rate card are subject to change without notice. If ad material is not submitted in an acceptable format, an additional charge may be necessary.

Standard ad rates include colour in the online version and B&W in the print version, except the outside back cover.

Ad Dimensions

Size	Inches
1/8 Page Vertical	2.25 × 3.5
1/4 Page Vertical	3.5 × 4.75
1/2 Page Vertical	3.5 × 10
1/2 Page Horizontal	7.5 × 4.75
Full Page	7.5 × 10

(other sizes may be available)

Typical Pages: 48

Binding: Saddle-Stitched

Graphic Submission

Electronic submission of ads is encouraged. Acceptable formats include Adobe PDF, high-resolution TIFF, Adobe InDesign, Quark Xpress, Adobe Photoshop, Adobe Illustrator, Microsoft Word, or Encapsulated Postscript. If fonts are not converted to curves or bitmaps, please use only standard Postscript fonts.

We prefer that files be sent by Internet email (or made available for Internet download), but can also be submitted on CD-ROM or DVD. A proof (in a bitmap format) and any special instructions should accompany all submissions.

Laser-printed ad copy at 600 dpi is usually acceptable for line-art ads.

Conditions

The content of the advertisements is subject to the approval of the editor. The editor reserves the right to cancel or reject any advertisement that is deemed not in the best interests of the readers or the RASC. The editor reserves the right to add the word "advertisement" above or below any ad copy.

The positioning of ads is at the discretion of the editor. It is editorial policy that, except for *special locations*, advertisements usually do not appear until after the first feature article and not within the *Research* section.



Publication Schedule

The deadline for space orders is the first of the month, two months prior to the issue date. Material is due about two weeks later. See the table below for specific issues.

Issues are mailed to RASC members and subscribers on or before the first day of the month of issue. An electronic on-line service gets the full-colour document to members ahead of the beginning of the issue month.

Issue	Space Closing	Material Closing
Dec 2016	2016 Oct 1	2016 Oct 15
Feb 2017	2016 Dec 1	2016 Dec 15
Apr 2017	2017 Feb 1	2017 Feb 15
Jun 2017	2017 Apr 1	2017 Apr 15
Aug 2017	2017 Jun 1	2017 Jun 15
Oct 2017	2017 Aug 1	2017 Aug 15