



CCCA 2006 MEMBERS HANDBOOK

ADVERTISING RATES AND PUBLICATION GUIDELINES

CLOSING DEADLINE: November 20, 2005

A must-have annual publication for CCCA members:

Bringing familiar faces, contact information, highlights of events, news of upcoming programs and Association guidelines to the desks of over 8,700 CCCA members

The 2006 Members Handbook will **mail to more than 8700 CCCA members**: approximately 50% **in-house counsel** representing **over 1,700 corporate entities** (including businesses, crown corporations, municipalities and non-profits); and 50% from the private bar, representing more than 900 law firms. It will also be **distributed throughout the year** in Information Packages for new and prospective CCCA members. Your company profile will be **prestigiously presented** in this information packed **full colour publication** providing excellent exposure for your investment. In addition, materials submitted for publication in the printed Handbook will also appear in an electronic version on the CCCA website! So your organization will enjoy maximum exposure in **print and online**.

Advertising Rates

SUBMISSION DEADLINE: November 20, 2005

Please Note:

- 1) All Ads are 4 colour process (CMYK)
- 2) Full page advertisers may **SUBMIT A 500 WORD ARTICLE, FREE OF CHARGE** that will appear on the page facing your ad and can include a **colour author's photo!**
- 3) You may waive the submission of an article and **save \$500** on the cost of your ad.

COVER & CENTRE SPREAD RATES

Outside Back Cover	\$5,750
Inside Front/Back Cover	\$5,150
INSIDE RATES	
Centre Spread	\$5,150
Full Page	\$4,000
1/2 Page	\$2,250

Publication Submission Guidelines

SUBMISSION DEADLINE: November 20, 2005	
AD SIZES	
Cover Ads:	5.5" wide x 8" high + crops and 1/8" bleed 4 sides
Centre Spread:	<p>Option A: See Full Page Inside Ads (below)</p> <p>Option B: Instead of a 500 word article beside your advertisement, you may provide a full 2-page spread advertisement sized at: 11" wide x 8" high + crops and 1/8" bleeds 4 sides</p>
Full Page Inside Ads:	<p>Option A: If your ad is to be placed within the editorial image area on the page, size as follows: 4.75" wide x 7.25" + crops and 1/8" bleeds 4 sides</p> <p>Option B: If your ad fills the entire page, size at: 5.5" wide x 8" high + crops and 1/8" bleed 4 sides</p>
Half-Page:	Size: 3.625" wide x 4.75" high + crops and 1/8" bleeds 4 sides
ARTICLE LENGTH	
Required Word Count:	<p>Guidelines:</p> <ol style="list-style-type: none"> 1) Word count to include title, credits & body text 2) Article with 1 author's photo: max. 450 words 3) Article without photo: max 500 words 4) Reduce your word count if bulleted lists or subheads are used (These add lines to the page)
REQUIRED FORMATS FOR SUBMISSION	
Required Format for Advertisements:	<p>Print Production level PDF</p> <ul style="list-style-type: none"> – save the PDF as Acrobat 4.0 (PDF 1.3) – with crops and 1/8" bleed on 4 sides* <p>* Be sure that: a) all fonts are embedded; b) all graphics are 300 dpi, and c) all graphics and backgrounds are CMYK</p>
Required Format for Articles:	MS Word file
Required Format for Author Photographs	CMYK tif - 300 dpi to reproduce at ¾" –1" wide
Required Format for Compressed Files:	Winzip or Winrar – <u>not</u> Stuffit
SUBMIT TO	
Email all materials to:	Silvie Kuppek, CCCA Director of Professional Development – skuppek@ccca-cba.org

We appreciate your support of the CCCA

Your support helps us to provide optimal programming and services to our members!