

2023 Media Kit

TECHNICAL SPECIFICATIONS

❖ **Advertisements:** can be integrated into the magazine, inserted as loose pre-printed brochures and flyers, or placed with special handling.

❖ **Required Materials:**

- 1.) Preferred: IBM-PC or MAC compatible digital files, (e.g., AI, CDR, EPS, INDD, TIFF, JPG, PDF, etc.), at 300dpi resolution, in CMYK color format, with all fonts imbedded or included, or converted to outlines; ...or
- 2.) Customer supplied, pre-printed inserts.

❖ **Printing process:** Direct "computer-to-plate," sheet-fed offset, process four color (CMYK).

❖ **Page trim size:** 8.25 x 10.75 inches, portrait (saddle stitched).

❖ **Bleeds:** are accepted at no extra charge. Allow a minimum of 1/8" on all sides, (i.e., with the full page trim size of 8.25" x 10.75", the minimum full bleed size would be 8.5" x 11.0").

❖ **All content:** is subject to approval by the Editor-in-Chief and/or the DRI Canada Board of Directors

CIRCULATION

The magazine is sent to 1,500 disaster recovery and emergency management professionals in Canada.

PLACEMENTS & DELIVERIES

Send all ad materials via email to: Disaster Recovery Institute Canada Docket: **TRUE NORTH RESILIENCE** magazine

Attn: Editor-in-Chief: Garth Tucker, CBCP

Email: editors@dri.ca
Toll Free: 1-844-228-8135
Local: 416-646-2750

PAYMENTS

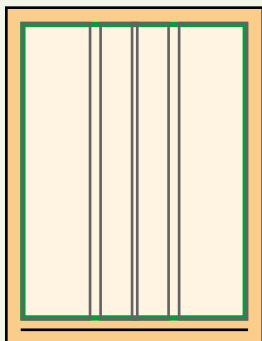
Advertisers are responsible for prompt payment of all insertions. Payment must be received within 30 days of invoice date. Accounts more than 60 days delinquent may be prohibited from advertising in DRI Canada publications until payment is received. Volume and continuity discounts are available. Prices quoted are subject to applicable taxes.

CLOSING DATES

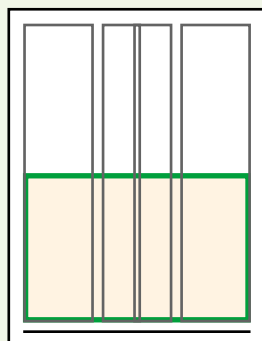
Materials are due on the dates shown below. Cancellations prior to the closing date must be received in writing. No cancellations are accepted after the closing dates. DRI Canada reserves the right to use previously run ad material if new artwork has not been received by the deadline.

Contract Due Date	Materials Due Date	Magazine Issue
April 3	April 14	June 2023
Sept. 4	Sept. 15	Nov. 2023
April 1	April 12	June 2024
Sept. 2	Sept. 13	Nov. 2024
Mar. 31	April 11	June 2025

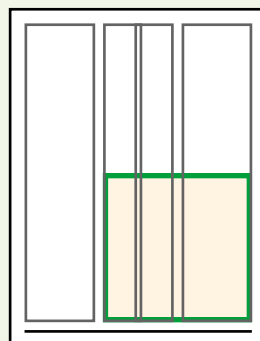
STANDARD LAYOUTS



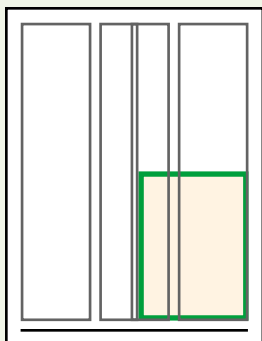
Full Page
7.25" x 9.5" framed,
(Full Page Bleed: 8.5" x 11", Trim size: 8.25" x 10.75")



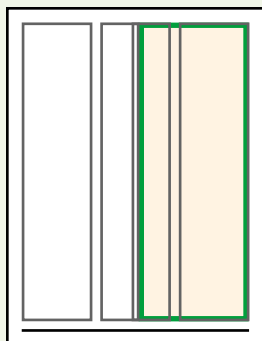
1/2 Page - Landscape
7.25" x 4.75"



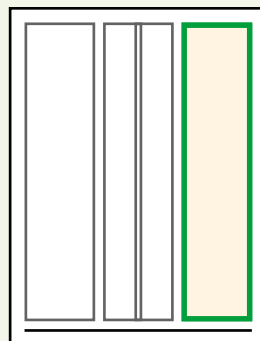
1/3 Page - Square
4.75" x 4.75"



1/4 Page - Portrait
3.5" x 4.75"



1/2 Page - Portrait
3.5" x 9.5"



1/3 Page - Portrait
2.25" x 9.5"

TRUE NORTH RESILIENCE magazine is published twice per year by DRIC. Its mission is to facilitate the exchange of information among professionals in the field of Disaster Recovery, Risk Management, High Availability, and Resilience; provide them with practical tools and techniques; and serve as a forum for discussion of emerging trends and issues. All articles are the views of the authors and do not necessarily reflect those of the magazine or of DRIC.

Manuscripts, other editorial submissions, and advertising should be submitted via email to:

Editor-in-Chief:

Garth Tucker, CBCP

Email: editors@dri.ca

Toll Free: 1-844-228-8135

Local: 416-646-2750

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Send mailing list queries, and requests for reprints, bulk copies, or reprint permission by email to: editor@dri.ca, or by surface mail to: 701 Rossland Road East, Suite 375, Whitby, ON, L1N 9K3.

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1,500

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Summary of Rates

2023 Advertisements

	Base	Volume Discounts	
		2X -5%	3X -10%
Premium Placements			
Cover Pages (IFC, IBC, or OBC)	\$2000	1900	1800
Two-page Spread (Framed or Bleed)	2500	2375	2250
Fixed Position (Full Page)	1650	1568	1485
Run of Book			
Full Page (Framed or Bleed)	1500	1425	1350
2/3 Page	1100	1045	990
1/2 Page (Landscape or Portrait)	750	713	675
1/3 Page (Square or Portrait)	650	618	585
1/4 Page	500	475	450
Business Card	300		
Loose Inserts (client supplied)			
Poly-bag Brochure – up to 56g (2 oz.)	1,200	1140	1080
Poly-bag Flyer – up to 28g (1 oz.)	950	903	855
Blow-in (nested) Card – client supplied	800	760	720

Incentive Discounts

- CONTINUITY: Contract for 2 years (4 issues) = 15% off base
- VOLUME: Multiple Placements per issue = 10% additional
- SPONSOR: Conference Exhibitor = 5% additional

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