

## 2024 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 1,750 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

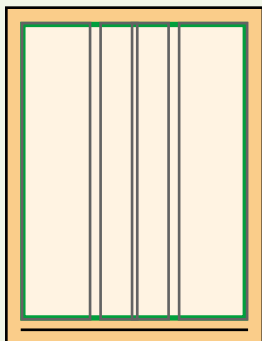
Advertisers are responsible for prompt payment of all insertions. Payment must be received within 30 days of invoice date. Accounts more than 60 days delinquent may be prohibited from advertising in DRI Canada publications until payment is received. Volume and continuity discounts are available. Prices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

### CLOSING DATES

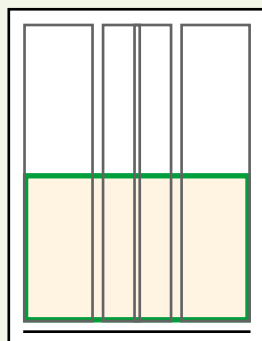
Materials are due on the dates shown below. Cancellations prior to the closing date must be received in writing. No cancellations are accepted after the closing dates. DRI Canada reserves the right to use previously run ad material if new artwork has not been received by the deadline.

Contract Due Date	Materials Due Date	Magazine Issue
Feb 1	Feb 15	Spring 2024
Sept 2	Sept 16	Fall 2024
Feb 3	Feb 17	Spring 2025
Sept 1	Sept 15	Fall 2025

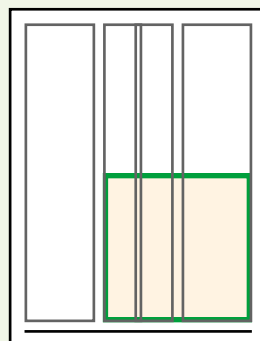
### STANDARD LAYOUTS



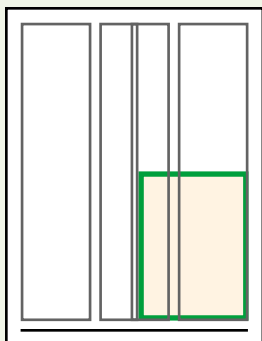
**Full Page**  
7.25" x 9.5" framed,  
(Full Page Bleed: 8.5" x 11", Trim size: 8.25" x 10.75")



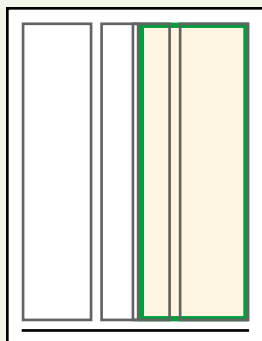
**1/2 Page - Landscape**  
7.25" x 4.75"



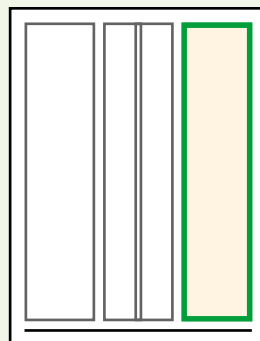
**1/3 Page - Square**  
4.75" x 4.75"



**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"

# Summary of Rates

## 2024 Advertisements

	Base	Volume Discounts		
		2X -5%	3X -10%	4X -15%
<b>Premium Placements</b>				
Two-page Spread (Framed or Bleed)	\$2500	2375	2250	2125
Cover Page (IFC, IBC, or OBC)	2000	1900	1800	1700
Fixed Position (Inside Full Page)	1650	1568	1485	1402
<b>Run of Book</b>				
Full Page (Framed or Bleed)	1500	1425	1350	1285
2/3 Page	1100	1045	990	935
1/2 Page (Landscape or Portrait)	750	713	675	637
1/3 Page (Square or Portrait)	650	618	585	552
1/4 Page	500	475	450	425
Business Card	300	285	270	255
<b>Loose Inserts (client supplied)</b>				
Poly-bag Brochure < 56g (2 oz.)	1200	1140	1080	1020
Poly-bag Flyer < 28g (1 oz.)	950	903	855	807
Poly-bag Postcard (loose or blow-in)	800	760	720	680

## Incentive Discounts

- CONTINUITY: Contract for 3 years (6 issues) = 25% off base
- VOLUME: Multiple Placements per issue = 10% additional
- SPONSOR: Conference Exhibitor = 5% additional

**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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