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# The Canadian Amateur

## Canada's Amateur Radio Magazine – 2018 Rate Card

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**The Canadian Amateur** (TCA), Canada's premiere national magazine devoted to Amateur Radio, is published six times per year and is the membership journal of the Radio Amateurs of Canada (RAC). It is available in both print and digital versions (eTCA).

Members of RAC, Canada's sole national Amateur Radio organization, receive TCA automatically.

A subscription to TCA also provides membership in Radio Amateurs of Canada. RAC is also the publisher of TCA.

At 64-pages per issue and reaching approximately 4,500 readers, TCA offers news and views on the Canadian Amateur Radio scene from coast to coast to coast. It includes regular columns, features and technical articles of interest to Amateur Radio operators. In addition, a Coming Events calendar, Feedback, QSL Bureau information and coverage of regulatory issues are also provided.

**The Canadian Amateur** is the vehicle to bring your message to Amateur Radio operators and communications specialists across Canada. TCA readers are primarily male adults with disposable income who have a strong interest in technical topics – such as digital technology, satellites and electronics – but also in a wide variety of non-technical fields such as Emergency Services.

TCA's circulation in both print and digital formats consists of:

- RAC members
- Amateur Radio Clubs
- Subscriptions to libraries, firms and institutions
- Government representatives
- Handouts at hamfests and fleamarkets

Information about joining RAC and subscribing to TCA is available from:

**Radio Amateurs of Canada**  
720 Belfast Road, Suite 217  
Ottawa, ON, Canada K1G 0Z5  
Tel. 613-244-4367 or 1-877-273-8304  
E-mail: [rachq@rac.ca](mailto:rachq@rac.ca)  
Website: <http://wp.rac.ca/>



### ADVERTISING

Advertising rates are shown in the table on the next page.

All advertising orders for TCA are accepted subject to the terms and provisions of the current rate card and Radio Amateurs of Canada's Advertising Policy. Rates are for advertising copy and material according to the specifications listed. Additional charges apply for design, production, typesetting and layout for material if required.

### FILE PREPARATIONS

TCA magazine is published in both print and digital online (eTCA) formats. The print version includes four full colour covers: Outside Front (OFC); Inside Front (IFC); Inside Back (IBC) and Outside Back (OBC). The IFC, IBC and OBC are available for advertising in colour. The 64 pages inside TCA are printed in grayscale, but the digital online version (eTCA) is posted on the RAC website and is in colour.

TCA requires that all ads be submitted as full colour print ready PDF files. The colour ads will be used for the online eTCA. With the exception of ads which appear in colour on the IFC, IBC and OBC, the colour ads will then be converted into grayscale for use in the print version. It is therefore important to choose colours in your ads that can be converted into grayscale without a loss in quality from colours blending together.

Print ready PDF files must be prepared at the correct trim size as shown on page 2.

For Cover ads (IFC, IBC and OBC):

- hi-resolution (minimum of 300 DPI)
- have all fonts embedded
- include specified bleed allowance
- include crop marks, .125 inches (3.2 mm) outside of the magazine trim size

Ads for placement inside TCA may also be supplied in hi-res (300 dpi minimum) electronic format as .tif, .eps or .jpg formats.

TCA's trimmed size is 8.375 inches wide by 10.625 inches high.

Full-page "bleed" ads should allow an additional 1/8 inch trim (.125 inches) on each side.

Essential image and text material must be kept within an area at least 5/16 inches (.3125 inches) from all bleed edges and 5/16 inches (.3125 inches) from the binding edge.

## TERMS AND PAYMENT

Payments for ads on the Covers (IFC, IBC and OBC) will be invoiced. Terms are 30 days net. Payment for all other ads for the inside pages of TCA are by Visa only. All advertising rates are provided in the table below.

## PRODUCTION SERVICES

If local facilities for production, layout, design or typesetting are not available or convenient to you, TCA can offer some limited assistance in the production process, time permitting. A charge will be applied for production/design/typesetting and will depend on the size of the ad and the amount of work involved. For more information please contact the TCA Editor at: [tcamag@yahoo.ca](mailto:tcamag@yahoo.ca)

## ADVERTISING COPY / INQUIRIES

Please direct all advertising copy and inquiries to the TCA Editor at: [tcamag@yahoo.ca](mailto:tcamag@yahoo.ca)

## TCA ADVERTISING DEADLINES

Issue Month	Advertising Deadline
January/February	November 15
March/April	January 15
May/June	March 15
July/August	May 15
September/October	July 15
November/December	September 15

*Note: Although the TCA Editor does allow some room for flexibility, we cannot guarantee inclusion of advertising material for a specific TCA issue if copy is received after the corresponding deadline.*

## TCA 2018 Retail Advertising Sizes and Rates

*Rates are in Canadian dollars (plus applicable taxes)*

Type	Width (in.)	Depth (in.)	1x	3x	6x
Cover 2 (IFC)	8 3/8 (8.375)	10.625	\$1040	\$884	\$693
Cover 3 (IBC)	8 3/8 (8.375)	10.625	\$1040	\$884	\$693
Cover 4 (OBC)	8 3/8 (8.375)	10.625	\$1216	\$1034	\$811
Full page inside (3 col.)	7 3/8 (7.375)	9 3/4 (9.75)	\$528	\$449	\$352
2/3 page horiz. (3 col.)	7 3/8 (7.375)	6 1/2 (6.5)	\$440	\$374	\$293
2/3 page vert. (2 col.)	4 7/8 (4.875)	9 3/4 (9.75)	\$440	\$374	\$293
1/2 page horiz. (3 col.)	7 3/8 (7.375)	4 7/8 (4.875)	\$376	\$320	\$251
1/2 page vert. (1.5 col.)	3 5/8 (3.625)	9 3/4 (9.75)	\$376	\$320	\$251
1/3 page horiz. (3 col.)	7 3/8 (7.375)	3 1/4 (3.25)	\$332	\$282	\$211
1/3 page square (2 col.)	4 7/8 (4.875)	4 7/8 (4.875)	\$332	\$282	\$221
1/3 page vert. (1 col.)	2 3/8 (2.375)	9 3/4 (9.75)	\$332	\$282	\$221
1/4 page (1.5 col.)	3 5/8 (3.625)	4 3/4 (4.75)	\$264	\$224	\$176
1/6 page horiz. (2 col.)	4 7/8 (4.875)	2 3/8 (2.375)	\$176	\$150	\$117
1/6 page vert. (1 col.)	2 3/8 (2.375)	4 7/8 (4.875)	\$176	\$150	\$117
"Business Card"	3 5/8 (3.625)	1 3/4 (1.75)	\$88	\$75	\$59
1/12 page sq. (1 col.)	2 3/8 (2.375)	2 3/8 (2.375)	\$80	\$68	\$53
"Economy Size" (1 col.)	2 3/8 (2.375)	1	\$44	\$37	\$29

**Note:** All ads should be provided in full colour. The online eTCA appears in colour. With the exception of ads on the IFC, IBC and OBC, the print version of TCA is in grayscale only. Ads for the print version will be converted into grayscale from the colour ad that is provided so please make sure that the ad will look good in both colour and grayscale (e.g., colours will not blend together).