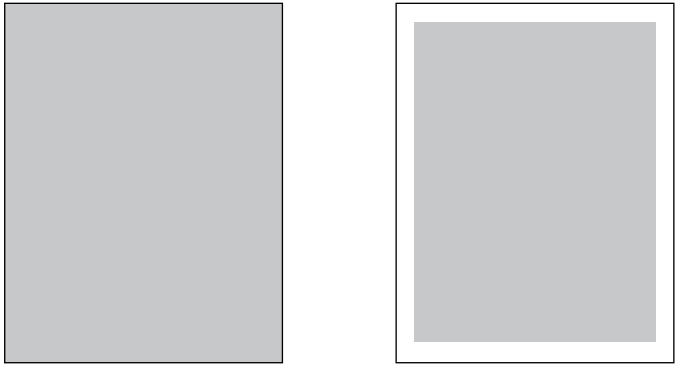


ArcNorthNews 2017

Advertising Rates & Specifications For 2 Issues

Full Page

(Cover) (Inside)



Trim: 8.5" x 11"
Bleed: 8.75" x 11.25"
Live Area: 8" x 10.5"

Trim: 8.5" x 11"
Live Area: 8" x 10.5"

Esri Canada Business Partner	\$ 1,500
Regular Rates	\$ 1,800

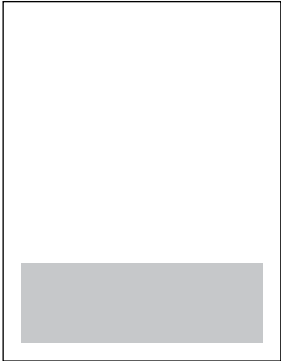
Half Page



7.5" x 4.875"

Esri Canada Business Partner	\$ 700
Regular Rate	\$ 850

Banner Ad



2.5" x 7"

Esri Canada Business Partner	\$ 350
Regular Rate	\$ 470

- Ads must be submitted by Email or FTP as images (TIF format 300 dpi), or a press-quality PDF.
- Create ads in QuarkXPress, Illustrator, PhotoShop or InDesign (older versions accepted).
- For logos, please send a high-resolution TIF file (at least 300dpi) or an EPS file.

Please note that:

- All rates include ad placement in two successive issues of *ArcNorth News* in the same calendar year. Ads cannot be deferred and carried over into subsequent years.
- Choices of placement will be done on a "first-come, first-served" basis.
- **All advertising content is subject to approval by Esri Canada prior to publication.**
- We reserve the right to review and refuse any artwork for placement.

ArcNorthNews 2017

Circulation Information

ArcNorth News is the only GIS publication dedicated to telling the stories of Canadian GIS professionals using Esri technology. It has been published since 1997 and is circulated to an online readership of approximately 7,700.

Readership by Industry

Below is a selection of just a few of the organizations that regularly receive *ArcNorth News*.

Local Government

(Includes Tax Assessment, Cadastral Records Management, Survey, Land Title, Registry, Zoning and Planning)

City of Calgary
City of Kingston
City of Moncton
City of St. John's
City of Ottawa
City of Toronto
City of Winnipeg
County of Oxford
Halifax Regional Municipality
Municipal Property Assessment Corporation
National Capital Commission
Nunavut Planning Commission
Ontario Ministry of Aboriginal Affairs

Transportation

Aéroports de Montréal
Air Canada
Bombardier
Canadian National Railway
Canadian Pacific Rail System
Ontario Good Roads Association
Transport Canada
Vancouver Int'l Airport Authority
Vancouver Fraser Port Authority

Natural Resources

(Includes Agriculture, Conservation, Forestry, Fisheries and Wildlife)

Agriculture & Agri-Food Canada
B.C. Ministry of Forests
Canadian Coast Guard
Domtar Inc.
Ducks Unlimited Canada
Environment Canada
J.D. Irving, Ltd.
Manitoba Conservation and Water Stewardship
Ministere des Ressources Naturelles
Neenah Paper Company of Canada
Noranda Inc.
Parks Canada
World Wildlife Fund Canada

Education

National Research Council Canada
Toronto District School Board
University of Alberta
University of British Columbia
University of Calgary
University of Manitoba
University of New Brunswick
University of Waterloo
University of Western Ontario
Waterloo Region DSB

Utilities

(Includes Cable, Telephone, Electric, Gas, Water/Wastewater)
Alberta Energy Regulator
BC Hydro
Canadian Nuclear Laboratories Ltd.
Enbridge Gas Distribution Inc.
Husky Oil Operations Ltd.
Hydro One Networks Inc.
Hydro-Québec
Manitoba Hydro
Nfld. & Labrador Hydro
Nova Scotia Power Inc.
Ontario Power Generation
Petro Canada
Rogers Wireless
Rogers Cantel Inc.
SaskEnergy Inc.
SaskPower
Saskatchewan Water Security Agency
Shell Canada
Telus Mobility
Videotron Ltee.

Business Geographics

(Includes Census, Election Services, Economic Development, Banking, Financial Services, Health Care, Insurance, Police / Crime Analysis)

American Express
Bank of Canada
Bank of Montréal
BC Ministry of Health
Black Press
Canada Mortgage and Housing Corporation
Canada Post Corporation
Canadian Tire Corporation Ltd.
Cancer Care Ontario
Cineplex Entertainment LP.
Elections Canada
Health Canada
Metro Inc.
Molson Coors Brewing Company
Ontario Provincial Police
Oxford University Press
Royal Bank of Canada
Royal Canadian Mounted Police
Scotiabank
Sears Canada Inc.
Statistics Canada

ArcNorthNews 2017

Advertising Agreement

Advertiser: _____

Client #: _____

Contact Name: _____

Title: _____

Phone: _____

E-mail: _____

Billing Information

Company: _____

Contact Name: _____

Title: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Phone: _____ Fax: _____ E-mail: _____

Issue #	Ad Materials	Ad Type (Full page, Half page, Banner)	Price	PO#
Vol. 20 Issue 1	March 17, 2017			
Vol. 20 Issue 2	August 25, 2017			

Terms and Conditions: This form reserves space in the issues indicated. Although this serves as an agreement to advertise, issues may be switched or details changed as long as Esri Canada is notified by closing date. Rates for advertisers under contract are protected for the duration of the contract term. Cancellations must be received in writing. No cancellations can be accepted after the space closing date. Esri Canada reserves the right to charge for unused space or repeat the previous advertisement if acceptable material is not provided by material due date. Esri Canada reserves the right to reject any advertising not considered suitable for publication. No agency discounts available.

Printed Name: _____ Signature: _____ Date: _____

Please return the completed and signed form to editor@esri.ca.



ArcNorthNews 2017

Screen Capture & Digital File Submission Specifications

Windows-based Screen Captures

(These instructions use Windows Paint. Other image-editing software may have screen capture functions built-in. Feel free to use these packages as well, but be sure to complete steps 1 & 2 below.)

1. Optimize the screen display by getting the maximum colours and highest resolution the computer can comfortably handle.
2. Close all but the target application and hide the taskbar.
3. Open Windows Paint by going to Start > Programs > Accessories.
4. Make sure the scrollbars in the Paint window are pushed completely to the left and top of the screen.
5. Minimize Paint.
6. With the desired application open, adjust the colours and placement of objects in application window.
7. Hit the Control and print screen buttons together. An image of the screen is now on the system clipboard.
8. Open Paint and paste the image in a blank window.
9. Crop and clean up the image.
10. Save the image as a TIF. (Do not use compression)

Sending Digital Files

1. For logos, please send a high-resolution TIF file (at least 300dpi) or an EPS file.
2. For screenshots, please send a TIF file and refer to the screen capture instructions in the section above.
3. Do not send:
 - Low-resolution images
 - Graphics that are taken directly off a web page (low resolution)

