



2020
SPA DIRECTORY
RATE CARD



LEADING SPAS
OF CANADA

SPA
inc.

ABOUT US

Escape from the ordinary by reserving your spot in the Leading Spas of Canada Directory

A TRUSTED RESOURCE FOR SAVVY SPA CONSUMERS

Published by *Spa Inc.* magazine, the directory is the only one of its kind in Canada. With a reach of **164,500+** to showcase your spa, your services, and/or your products to the world through:

Print 55,000

Air Canada enRoute, Maple Leaf Lounges, Tourism Boards, The Yoga & Wellness Show in Toronto, and National Women's Shows in Toronto, Montreal and Calgary.

Digital Distribution 109,500+

WestJet Magazine, enewsletter and website; Leading Spas of Canada website and enewsletter; *Spa Inc.* magazine website, enewsletter and ISSUU.



Leading Spas of Canada members are listed in the back with Quality Assurance (QA) distinction where applicable.



BENEFITS

Inclusion in
the *Spa Inc.*
magazine online
directory & Leading
Spas of Canada
website

Bilingual
Publication

National
Exposure

Reach
more than
164,500+
consumers

Social Media
Exposure



Print
+
Digital

All QA Spas are
highlighted within
the directory

All Canadian
Spa & Wellness
award winners are
recognized within
the directory



Nominations will be opening August 19, 2019!
Visit www.CanadianSpaAwards.ca for more information.



RATE CARD & SPECS

PRINT AD RATES

	Early Bird Member Rate	Member Rate	Early Bird Non-Member Rate	Non-Member Rate
Full page	\$3,000 (\$2,750 for QA spas*)	\$3,400	\$3,960	\$4,400
1/2 page	\$2,300	\$2,530	\$2,970	\$3,300
1/4 page (SPAS ONLY)	\$1,500	\$1,650	\$1,755	\$1,950
Centre Page Spread	\$7,360	\$8,095	\$7,660	\$8,510
IFC /IBC	\$4,290	\$4,720	\$5,445	\$6,050

*Discount given if QA spa commits to ad when registering for QA.

DESIGN SERVICES*

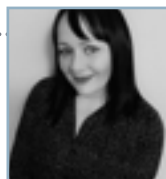
Full page	<ul style="list-style-type: none"> • 500 characters (ENG/FRE) • Up to three hi-res images • Spa name, address, telephone number, website, email • Logo
1/2 page	<ul style="list-style-type: none"> • 350 characters (ENG/FRE) • One hi-res image • Spa name, address, telephone number, website, email • Logo
1/4 page	<ul style="list-style-type: none"> • Spa name, address, telephone number, website, email • One hi-res image • Logo

*We can create your advertisement with the above guidelines

DIMENSIONS

Full page Trim	6.25" x 6.25"
Full page Bleed	6.375" x 6.375"
1/2 page	5.125" x 2.5625"
1/4 page	5.125" x 1.375"

EDITH DHILLION
905-707-3525
edith@spainc.ca



ANDREA GREEN
905-886-6640 ext. 317
agreen@dvtail.com



Act now!

The early bird rates end
August 23, 2019

The final deadline for space is
October 18, 2019

MECHANICAL REQUIREMENTS

Digital files only. PDF/X-1a files are preferred. Alternate acceptable formats include: Macintosh format, InDesign CC, Illustrator CC, Photoshop CC, QuarkXPress 9 (or earlier). Include all fonts and high-resolution images (300 dpi files for best resolution) in TIFF or EPS format (CMYK only). To ensure the accuracy of all advertisements, a full-size colour proof must be provided. Publisher shall not be liable for any advertisements received without a colour proof.

SENDING MATERIAL:

File transfer: Email (maximum file size of 10MB)

Email: Crystal Himes, chimes@dvtail.com
or Roberta Dick, robertad@dvtail.com

Material Questions? Call 905.886.6640

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