

abilities

Canada's foremost cross-disability magazine, serving the needs of people with disabilities, their families, friends and the professionals who work in their service since 1986.

WITH A MINIMUM RUN of 20,000 highly-targeted copies in print, **ABILITIES** is read by an estimated 80,000 people across Canada. Add to this an average of 40,000 individual visits to our website each month and it becomes clear — **ABILITIES'** reach is formidable. The printed version of **ABILITIES** Magazine is sent directly to the homes and offices of people with disabilities, their families and friends. and the entire spectrum of professionals working in their service.

Thousands of copies are regularly distributed through national and provincial conferences, hundreds of rehabilitation facilities, consumer and service organizations across the country, and to provincial, federal and territorial levels of government.

Our readers want to know it all! If you have information about a product or service... whether it's related to employment, training, technology,

health, sports, transportation, travel, mobility, housing, coming events, parenting, education, sexuality or leisure... they will be watching for it in **ABILITIES!**

- Advertise in the pages of **ABILITIES**, Canada's foremost publication serving people with disabilities.
- Inform our network about your organization, products or services by participating in the **ABILITIES** Forum section.
- Place your ad in **ABILITIES** Magazine and be recognized on www.abilities.ca — with a direct link to your website!

PRINT ADVERTISING RATES

COVER POSITIONS

INSIDE FRONT COVER	INSIDE BACK COVER	OUTSIDE BACK COVER
1 Time — \$4025	1 Time — \$3795	1 Time — \$4370
2 Time — \$3900	2 Time — \$3680	2 Time — \$4240
3 Time — \$3825	3 Time — \$3610	3 Time — \$4155
4 Time — \$3635	4 Time — \$3430	4 Time — \$3950

INSIDE POSITIONS

FULL PAGE	1/2 PAGE	1/4 PAGE
1 Time — \$3200	1 Time — \$1750	1 Time — \$980
2 Time — \$2960	2 Time — \$1620	2 Time — \$905
3 Time — \$2855	3 Time — \$1565	3 Time — \$875
4 Time — \$2780	4 Time — \$1535	4 Time — \$860
2/3 PAGE	1/3 PAGE	1/6 PAGE
1 Time — \$2500	1 Time — \$1485	1 Time — \$585
2 Time — \$2315	2 Time — \$1375	2 Time — \$550
3 Time — \$2235	3 Time — \$1325	3 Time — \$530
4 Time — \$2190	4 Time — \$1300	4 Time — \$520

MECHANICAL REQUIREMENTS

Unit Size	Width	Depth
1 page (bleed)	.8 3/8"	.11 1/8"
1 page (trim)	.8 1/8"	.10 7/8"
1 page (live area)	.7"	.10"
2/3 page (vert.)	.4 1/2"	.10"
1/2 page (vert.)	.3 3/8"	.10"
1/2 page (horiz.)	.7"	.5"
1/3 page (vert.)	.2 1/8"	.10"
1/3 page (horiz.)	.7"	.3 1/4"
1/3 page (square)	.4 1/2"	.5"
1/4 page	.3 3/8"	.5"
1/6 page	.2 1/8"	.5"

ADVERTISING DEADLINES & RELEASE DATES

ISSUE 83 / FALL 2010

CAF Forum Deadline	July 22
Display Ad Deadline	August 4
Release Date	September 10

ISSUE 84 / WINTER 2010

CAF Forum Deadline	November 1
Display Ad Deadline	November 11
Release Date	December 13

ISSUE 85 / SPRING 2011

CAF Forum Deadline	January 28
Display Ad Deadline	February 9
Release Date	March 14

ISSUE 86 / SUMMER 2011

CAF Forum Deadline	April 29
Display Ad Deadline	May 11
Release Date	June 13

TERMS AND CONDITIONS

- Rates are based upon material being provided as press-ready, native document files.
- Rates are net.
- Bleed on full-page ads provided at no extra charge.
- Cancellations 10 days prior to closing date.
- Covers are non-cancellable.

OTHER AVAILABLE SERVICES

- Creative and Production services at reasonable cost
- Inserts — rates on request.
- Website display, banner advertising and sponsorship opportunities

EDITORIAL CONTENT

Each issue contains themes of interest and features our regular sections:

- New 4 U (includes new products, book & DVD reviews, recommended websites, and more)
- Travel
- Health
- Profile (interviews with well-known personalities)
- Sports & Recreation
- The Lighter Side (humour column)
- Family Life
- The Forum (news and initiatives from and about the disability community)

ADVERTISING CONTACT

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abilities.ca

abilities.ca is the premier online disability website in Canada, providing individuals and professionals with up-to-date information and news from across Canada, with an average of 55,000 page views per month and growing! Abilities.ca is the place to promote your organization or market your products to a highly targeted audience with your choice of interactive ads, comprehensive product listings, or one of our print/interactive advertising packages.

- An **online store** focused on books, videos and a range of relevant materials
- **Access Guide Canada** — our online, community-based guide to accessible places in Canada
- A growing list of **blogs** sparking dialogue and reflecting the varied interests of our visitors and readership
- A wealth of **resources** on living independently, fully and actively
- Archived **Abilities Magazine** articles
- Current issue of our monthly electronic newsletter, **The Enablelinker**

jobs.abilities.ca

Employers and job seekers: Post your information on our **job board** — a unique CAF offering!

ABILITIES FORUM

Advertorial space promoting your news, events and opportunities \$3200. 00 per page. Ask about our rates for non-profit organizations.

ONLINE AD MATERIALS

Accepted File Formats JPEG, GIF, or Animated GIF

Maximum File Size 25K

Resolution 72 dpi

URL Link: Please submit URL link along with ad creative — only one URL address may be linked per banner.

Posting: All ads will be posted for a three-month run unless otherwise indicated. Ad creative must be submitted at least 7 business days before your campaign start date.

Ad Placement: Main site www.abilities.ca or Access Guide Canada, the online guide to accessible places in Canada at www.abilities.ca/agc/.

ONLINE AD SIZES AND RATES

BANNER

728 pixels wide x 90 tall \$1000.00 per 90 days

BOX

300 pixels wide x 250 tall \$500.00 per 90 days

Please inquire at advertising@abilities.ca for our print/interactive advertising packages. We will create custom campaigns.

“Abilities Magazine provides a wealth of useful information for people with disabilities. I’m always impressed by the wide range of topics that are covered, especially regarding new products, services and enabling technologies.”

RICK HANSEN, RICK HANSEN INSTITUTE

“Abilities is more than a lifestyle magazine – it is a meeting place where the range of products, services and technologies can be discovered by a growing and powerful community of consumers.”

PATRICK WATSON, AUTHOR,
JOURNALIST, INDEPENDENT PRODUCER

Canadian Abilities Foundation

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