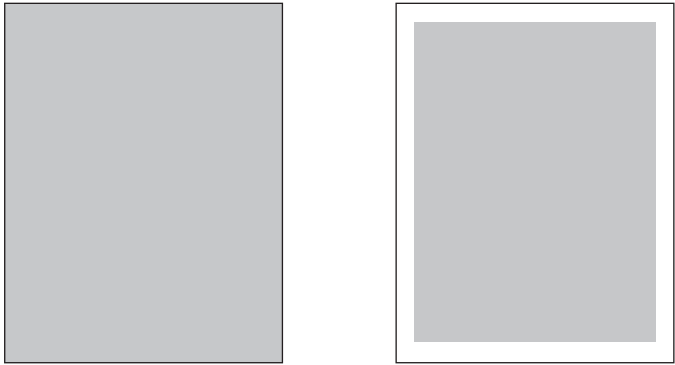


ArcNorthNews 2012

Advertising Rates & Specifications

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	\$ 1,150
Regular Rates	\$ 1,480


Half Page



7.5" x 4.875"

Esri Canada Business Partner	\$ 600
Regular Rate	\$ 740

Banner Ad



2.5" x 7"

Esri Canada Business Partner	\$ 300
Regular Rate	\$ 420

- Ads must be submitted on a CD or by FTP in IBM format along with all fonts, images (.tif format 300 dpi), or a press quality PDF as well as a hardcopy of your ad for proofing
- Create ads in QuarkXPress 6.1, Illustrator CS3 (13), PhotoShop CS3 (10) or Indesign CS3 (5) (older versions accepted)

Please note that:

- Choices of placement will be done on a "first-come first-served" basis

ArcNorthNews 2012

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 mailed for free to over 6,500 subscribers across Canada. It is also available online as a Flipbook and PDF. ArcNorth News is distributed at all Esri Canada seminars, training courses, User Conferences, and tradeshow and has a total circulation of over 8,000 copies.

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 Toronto
 City of Winnipeg
 County of Oxford
 Halifax Regional Municipality
 Ministry of Aboriginal Affairs
 National Capital Commission
 Nunavut Planning Commission
 Ontario Property Assessment Corporation
 Regional Municipality of Ottawa-Carleton

Transportation

Aerports Montreal
 Air Canada
 Bombardier Aerospace
 Canadian National Rail
 Canadian Pacific Rail System
 Ontario Good Roads Association
 Transport Canada
 Vancouver Int'l Airport Authority
 Vancouver Port Authority

Natural Resources

(Includes Agriculture, Conservation, Forestry, Fisheries and Wildlife)
 Abitibi Consolidated Inc.
 Agriculture & Agri-Food Canada
 B.C. Ministry of Forests
 Canadian Coast Guard
 Domtar Inc
 Ducks Unlimited Canada
 Environment Canada
 J.D. Irving Limited
 Kimberly-Clark Forest Products
 Manitoba Conservation
 Ministere Ressources Naturelle Quebec
 Noranda Mining and Exploration
 Parks Canada
 World Wildlife Fund Canada

Education

National Research Council of Canada
 Toronto District School Board
 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 & Utilities Board
 Atomic Energy Canada Limited
 BC Hydro
 BP Amoco
 Enbridge Consumers Gas
 Husky Oil
 Hydro One Networks Inc.
 Hydro Quebec
 Manitoba Hydro
 Nfld. & Labrador Hydro
 Northern Telecom Limited
 Nova Scotia Power
 Ontario Power Generation
 Petro Canada
 Rogers AT & T Wireless
 Rogers Cantel Inc.
 SaskEnergy Inc.
 SaskPower
 Saskatchewan Water Corporation
 Shell Canada
 Telus Mobility - Clearnet Purchase
 Videotron Ltee

Business Geographics

(Includes Census, Election Services, Economic Development, Banking, Financial Services, Health Care, Insurance, Police / Crime Analysis)
 A&P Company of Canada
 Bank of Montreal
 BC Newspaper Group
 CMHC
 Canada Post Corporation
 Canadian Tire Corporation Ltd.
 Cancer Care Ontario
 Casino Niagara
 Children's Hospital of Eastern Ontario
 Cineplex Odeon Corporation
 Coca-Cola Limited
 Elections Canada
 General Motors of Canada
 Grand & Toy
 Health Canada
 Honda Canada
 Labatt Brewing Company
 Molson Breweries
 Nissan Canada
 Ontario Provincial Police
 Royal Bank of Canada
 Royal Canadian Mounted Police
 Sears Canada Inc.
 Statistics Canada
 The Globe and Mail
 Toronto Star
 Toronto Sun

Geographic Distribution

Pacific: 812 (BC, YK)	Prairie: 1134 (AB, SK, MB, NT, NN)	Ontario: 2546	Quebec: 1266	Atlantic: 661 (NS, NB, NF, PEI)
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ArcNorth**News** 2012

Insertion Order & Publication Schedule

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	Distribution	Size	Price	PO#
Vol. 15 Issue 1	Feb 15, 2012	Apr 18, 2012			
Vol. 15 Issue 2	Jul 18, 2012	Oct 10, 2012			

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 fax completed form to Amanda Graff, Esri Canada at 416-446-1639



ArcNorthNews 2012

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)

