

## NEW FOR 2023:

# All ads are now full colour – with 2022 pricing!

We have great news! Starting with our spring 2023 edition, *Exchange* will be printed in full colour – and that means advertisements can be full colour too! Better yet, we've maintained our 2022 rates this year so advertisers won't pay any more if they want to update their former black & white or spot-colour ad to full colour.

See the next page for options and pricing.

# EXPAND YOUR BUSINESS. EXTEND YOUR NETWORK.

Create new local government connections through *Exchange* – the premiere member magazine for local government managers in B.C. *Exchange* is noted for its extraordinarily high readership levels, with a circulation to approximately 1,000 members and business affiliates, including print, digital and online distribution. As well, members tell us they read and keep the magazine as a resource, and share it with their colleagues.

### Raise Your Profile

When you place an ad in *Exchange*, you're raising the profile of your company with thousands of decision makers in local government across the province. These are the managers that purchase products, hire contractors and arrange for services.

### Showcase Your Business, Show Support

*Exchange* offers you the chance to shine a spotlight on your business while showing support for this valued member publication.

### Take Advantage of Discounts

Advertising packages are available for discount pricing, but there is limited space, so book soon by calling 250.383.7032 or emailing [office@lgma.ca](mailto:office@lgma.ca).



# EXCHANGE

*Exchange* is a quarterly magazine published by the Local Government Management Association (LGMA) of British Columbia. It's about sharing information, exchanging ideas on best practices, enhancing professional development and building networks. Visit us at [www.lgma.ca](http://www.lgma.ca).



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## AD RATES & SPECS: 2023

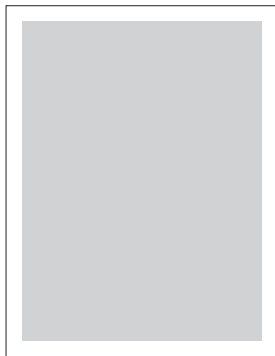
*Exchange* is distributed to approximately 1,000 members and affiliates of the Local Government Management Association. LGMA members are management-level decision makers working in local government throughout British Columbia.

To advertise, contact 250.383.7032  
or [office@lgma.ca](mailto:office@lgma.ca)



**LGMA**

GST applies to ad rates. Rates subject to change. Discounted pricing is for four consecutive issues only.



### FULL PAGES (Full colour)

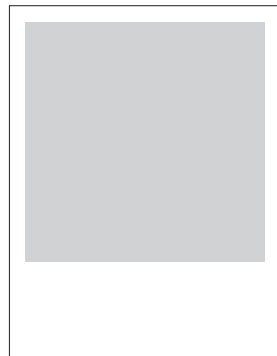
Bleed (option) 8.75"w x 11.25"h  
Without bleed 8"w x 10.5"h

#### Pricing – Premium Page:

Inside front cover  
1x \$1,460  
4x \$1,375

#### Pricing – Regular Pages (incl. inside back cover):

Inside pages 1x \$1,000  
4x \$905

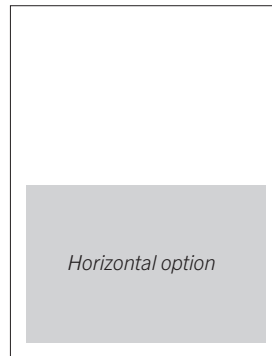


### BACK COVER\* 2/3 PAGE (Full colour)

Bleed (suggested) 8.75"w x 7.25"h  
Without bleed 8"w x 7.125"h

#### Pricing

No. of times 1x \$1,460  
Consecutive 4x \$1,375

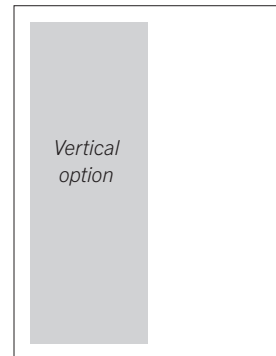


### 1/2 PAGE HORIZONTAL OR VERTICAL (Full colour)

Horizontal size 7.5"w x 4.9"h  
Vertical size 3.6"w x 10"h

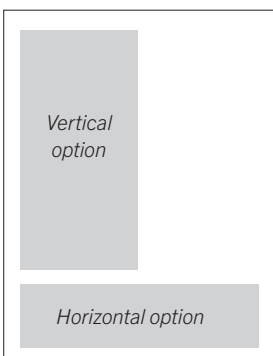
#### Pricing – Inside Pages

No. of times 1x \$795  
Consecutive 4x \$710



Vertical option

**NEW FOR 2023:**  
All ads accepted in full colour and offered at 2022 rates!

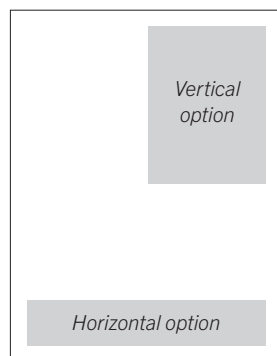


### 1/3 PAGE HORIZONTAL OR VERTICAL (Full colour)

Horizontal size 8.5"w x 3"h  
Vertical size 3.6"w x 7"h

#### Pricing – Inside Pages:

No. of times 1x \$670  
Consecutive 4x \$600

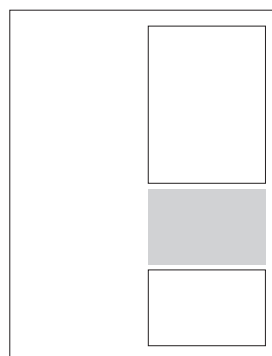


### 1/4 PAGE HORIZONTAL OR VERTICAL (Full colour)

Horizontal size 8.5"w x 2.1"h  
Vertical size 3.6"w x 4.9"h

#### Pricing – Inside Pages:

No. of times 1x \$600  
Consecutive 4x \$530



### 1/8 PAGE HORIZONTAL (Full colour)

Size 3.6"w x 2.37"h

#### Pricing – Inside Pages:

Inside pages 1x \$245  
Consecutive 4x \$225

## AD SPECS

### FORMATS:

- .pdf – press quality with fonts outlined or font file provided.
- .eps or .ai – with fonts outlined or font file provided.

### COLOUR OPTIONS:

Full colour (CMYK) or black & white. Blacks and greys may now be greyscale using CMYK colours.

Advertisers are encouraged to update to full colour but may continue to use existing ads if desired.

### BLEED:

Full bleed is available on cover and inside pages for full-page ads only. See sizing near ad diagrams.

Edition	Release date	Ad booking deadline	Ad submission deadline
Spring 2023	Late March/April 2023	3 March	15 March
Summer 2023	Late June/July 2023	2 June	9 June
Fall 2023	October 2023	8 September	15 September
Winter 2024	January 2024	27 November	4 December

**Questions?** If you have questions, your ad rep can forward them to the magazine designer. Your ad can also be prepared for a fee, upon request.

# EXCHANGE



LGMA

## AD SPACE RESERVATION FORM: 2023

**THIS IS A FILLABLE FORM:** *It can be filled out onscreen, saved (include your name in the file name), and emailed to office@lgma.ca. Then please go to <https://members.lgma.ca/advertising> to make your payment. For more information, please call 250.383.7032.*

▶ **See the Ad Rates & Specifications sheet first for sizes, prices, specifications and deadlines.**

Ad size: \_\_\_\_\_ Edition: \_\_\_\_\_

Number of continuous issues (discounts provided for 4 consecutive issues) \_\_\_\_\_

### Ad locations (all ads are now full colour)

- Back cover 2/3 page** (*pre-booked for 2023*)
- Premium page – Inside front cover:** Full-page ads only (*pre-booked for 2023*)
- Premium page – First page (before table of contents):** Full-page ads only (*pre-booked for 2023*)
- Regular page:** Inside pages, any size of ad
- Inside back cover:** Full-page ad only (*same pricing as regular pages*)

*See the Ad Rates & Specifications sheet for more information about options and other specifications.*

### Ad submission options (select one)

- Please use existing ad on file.**  
If multiple ads on file, please note the edition: \_\_\_\_\_
- Please prepare an ad for me.**  
Ads for *Exchange* are prepared by our design firm partner. Average cost is \$175 to \$525 (cost ranges from \$175 for a small simple ad with no photo, to \$525 for a large custom ad with artwork or photo). Design work is billed at \$87 per hour +GST and will be billed directly to you by the design firm.
- We will have an ad prepared and sent to you, meeting your specifications.**  
See the Ad Rates & Specifications sheet for sizing, colour and format requirements.

Company/organization name: \_\_\_\_\_

Contact person: \_\_\_\_\_ Signature: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

Billing address: \_\_\_\_\_

Mailing address (if different than above): \_\_\_\_\_

Other particulars: \_\_\_\_\_

Date of ad booking: \_\_\_\_\_