




LEADING SPAS
OF CANADA

SPA
inc.

2018 Spa Directory Rate Card

Revitalize your spa profile in the Leading Spas of Canada Directory

SIAC and Spa Inc. continue to help you stand out in the Canadian Spa and Wellness industry with the Leading Spas of Canada Directory!

Reserving your spot in the Leading Spas of Canada 2018 Directory ensures your spa is recognized within the Canadian Spa Industry.

2018 Marks the Spa Industry

Association of Canada's (SIAC) official

20 year anniversary with the growing Canadian Spa Industry.

Don't miss your chance to join the celebration!



Join Leading Spas of Canada to showcase the Canadian spa industry to the world.

Distribution:

80,000:

WestJet Magazine,
Air Canada's
enRoute and
Maple Leaf
Club Lounges

BENEFITS

Bilingual listings

Print + Digital

A spot in *Spa Inc.* magazine's online directory

Distribution of more than 80,000 copies

National Exposure

Join the 20 Year Celebration

 
social media exposure



Our industry is a community that continues to celebrate the best, with both clients and fellow spas, through the continuation of the 2017 Canadian Spa and Wellness Awards. Don't miss your chance to be at the forefront of the industry.

www.CanadianSpaAwards.ca



PRINT AD RATES

	Member Rate	Non-Member Rate
Full page	\$3,400	\$4,400
1/2 page	\$2,300	\$3,300
1/4 page (SPAS ONLY)	\$1,500	\$1,500
Centre Page Spread	\$7,360	\$8,510
IFC /IBC	\$4,290	\$6,050

GUIDELINES

Full page	<ul style="list-style-type: none"> • 500 characters • 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 • 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

DIMENSIONS

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

Highlight your product with a full or half page. Contact one of our sales representatives for details.

Act now!

*The final deadline for space in the directory is
October 19, 2017*

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mechanical requirements

Electronic Material: Digital files only. PDF/X-1a files are preferred. Alternate acceptable formats include: Macintosh format, QuarkXPress 9, InDesign CS6, Illustrator CS6, Photoshop CS6 (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.

File Transfer: DVD, CD, FTP or email. Smaller files can be emailed up to a maximum file size of 10MB. Send to sbellows@dvetail.com.

FTP Site: Please send an email to ftp@dvetail.com for password information for the Spa Inc. FTP site.

Design Services: Complete design services are available at an additional charge.

For details, please contact:
Roberta Dick, robertad@dvetail.com or
Stephanie Bellows, sbellows@dvetail.com,
Tel: 905.886.6640

Mail or fax
contracts/insertion orders and material to:

Dovetail Communications Inc.
30 East Beaver Creek Road
Suite 202, Richmond Hill
ON L4B 1J2

Tel.: 905.886.6640 Fax: 905.886.6615
Email: spa@dvetail.com
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