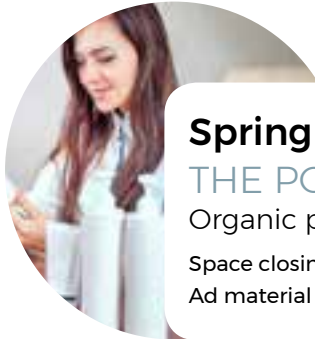


Editorial Planning

Timely content that helps spa businesses thrive

2019 Editorial Calendar

In Every Issue



Spring

THE POWER OF PLANTS

Organic products and natural remedies

Space closing: Mar. 16

Ad material deadline: Mar. 23



Summer

ANCIENT REMEDIES

skincare and therapies from Ayurveda, Asia (Korean, Japanese, Chinese), Indigenous traditions

Space closing: Jun. 12

Ad material deadline: Jun. 19



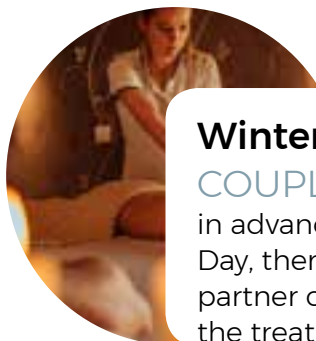
Fall

BUSINESS STRATEGIES

basics of business planning, renovation/expansion, communications/marketing

Space closing: Sept. 12

Ad material deadline: Sept. 19



Winter

COUPLES/MEN'S TREATMENTS

in advance of the holidays and Valentine's Day, therapies you can enjoy with your partner or give as a gift, plus some of the treatments tailored for men

Space closing: Nov. 7

Ad material deadline: Nov. 14

In the Know

Skincare and esthetics technology and techniques

Fresh & New

New products

Spa Business

Business, marketing and management tips and trends

Spa Light

Features top spas across Canada

Spa News

Industry updates

Spa Star

Interesting and accomplished people share their spa stories

Editorial Submissions

Spa Inc. will consider content that reflects the *Spa Inc.* editorial position. Editorial content may be subject to change at the discretion of the editor. To submit content for consideration, contact Popi Bowman, pbowman@dvtail.com

2019 Rates

display print ad rates and specs

ENGLISH				
	1x	2x	3x	4x
Full page	\$2,580	\$2,450	\$2,330	\$2,215
1/2 page	1,935	1,840	1,750	1,660
1/3 page	1,675	1,590	1,510	1,435
1/4 page	1,420	1,350	1,285	1,220
DPS	4,645	4,415	4,195	3,985
Covers				
IFC/IBC	\$3,225	\$3,065	\$2,910	\$2,765
OBC	3,095	2,940	2,795	2,655

FRENCH				
	1x	2x	3x	4x
Full page	\$1,270	\$1,205	\$1,145	\$1,085
1/2 page	955	905	860	815
1/3 page	825	785	745	705
1/4 page	700	665	630	600
DPS	2,285	2,170	2,060	1,955
Covers				
IFC/IBC	\$1,590	\$1,510	\$1,435	\$1,365
OBC	1,525	1,450	1,380	1,365

Reserve space in both the English and French editions and receive a **35% discount**

CUSTOM PACKAGES AVAILABLE

Contact your rep

dimensions

	Width x Depth
Trim page	8.375 x 10.875
Bleed page	8.625 x 11.125
Live Area	7.25 x 9.875
2/3 page vert.	4.75 x 9.875
1/2 page vert.	3.4 x 9.875
1/2 page horz.	7.25 x 5
1/3 page vert.	2.25 x 9.875
1/3 page horz.	7.25 x 3
1/4 page	3.4 x 4.75
DPS	16.75 x 10.875

Please include crop marks for ads that bleed (full page and DPS only) and supply the bleed at 1/8 inch beyond the trim.

marketplace ad rates & specs

	Rate	Details
1/4 page	\$500	75-100 words +1 image
1/2 page	\$895	100-200 words +2 image

All marketplace ads appear together. Includes website link and mention in e-newsletter.

inserts/outserts/sponsored content

Rates available upon request

e-newsletter ad rates & specs (bi-monthly)

	Rate	Specs
Leaderboard	\$625	728 x 90 pixels
Medium Rectangle	440	300 x 250 pixels
Square Tile	220	140 x 140 pixels

online ad rates and specs

Home page position	Monthly Rate	Specs
Leaderboard	\$500	728 x 90 pixels
Medium Rectangle	350	300 x 250 pixels
Square Tile	175	140 x 140 pixels

Discounted frequency for the web rates: 3 months: 5% off, 6 months: 10% off, 12 months: 15% off. GIF or JPEG in RGB colour space, 72 dpi. Please indicate the URL click through for all online ad creative.

mechanical requirements

ELECTRONIC MATERIAL: 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.

FILE TRANSFER: DVD, CD, FTP or email. Smaller files can be emailed up to a maximum file size of 10MB. Send to chimes@dvtail.com.

FTP SITE: Please send an email to ftp@dvtail.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@dvtail.com or Crystal Himes, chimes@dvtail.com, Tel: 905.886.6640

terms and conditions

AGENCY COMMISSION: Fifteen per cent (15%) of gross to recognized agencies.

TERMS: Net 30 days. Two per cent (2%) per month interest on overdue accounts.

TAXES: Our published rates do not include applicable taxes which will be added to invoices and clearly identified.

PUBLISHER CONDITIONS: Advertising material is subject to approval by the publisher. If an advertiser's contract is not fulfilled as specified, the advertiser agrees to pay the resulting short rates back to the best earned space rate applicable.

Cancellations and space changes not accepted after closing date.

DOVETAIL COMMUNICATIONS

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@dvtail.com

Website: www.dvtail.com