

Close-Up Magazine

Richard James - Editor
c/o The Victoria Camera Club
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Thank you for your interest in advertising with *Close-Up Magazine*. The Victoria Camera Club always appreciates our supporters. Here is information that will help you decide if you would like to advertise with us.

The Victoria Camera Club produces 9 issues per year of *Close-Up* magazine (one per month, with the exception of combined issues in the fall/winter and summer). It is produced in two formats: Black and white paper edition, and, color screen-readable PDF edition. *Close-Up* is currently 24-28 pages long.

As of fall 2010, we have a circulation of approximately 190 members, plus 275 for the paper edition, approximately 60 people subscribe to the color PDF edition (e-mailed). In addition to this, the PDF version is also available through our website which allows over 150 website visitors to read each issue of the magazine, a total circulation of over 650 readers. *Close-Up* has readers who have written to us from Saskatchewan, Quebec, San Jose, Kenya, New Zealand, and Scotland.

If you decide to advertise with us, you will be provided with copies of the latest issue to give to your customers. Regular advertisers will also have a link placed from the newsletter page of our website to their website.

Advertising rates are as follows:

- Full page: \$60 per issue
- Half page: \$35 per issue
- Third page: \$25 per issue

Advertisement dimensions are as follows:

- Full page: 4.875" wide x 8" high
- Half page: 4.875" wide x 3.875" high
- Third Page: 4.875" wide x 2.5" high

All ads must be paid in advance, we prefer to bill annually or semi-annually except for "one-off" ads.

Unless otherwise agreed, ad placement is not guaranteed and may be changed from issue to issue to suit the layout.

Ads should be e-mailed to the editor and should meet the following criteria for best quality reproduction:

- We *prefer* that ads are in Adobe Illustrator or Photoshop PSD format. Tiff files are also acceptable. JPG images are discouraged, due to their low resolution and our inability to optimize them for printing.
- Images and text should be on separate layers. Please do not flatten images as this gives poor quality text
- Ads should meet the size requirements (see above) and have a resolution of 300 dpi
- Please check to see that your ad looks good in both colour and black and white. If you need to adjust the tones in the b/w version, please submit both versions of the ad, or adjust the colours in the colour ad. Please note that printed b/w images usually look a lot darker than when viewed on a monitor.
- Please do not sharpen the images and then flatten them. If you sharpen your images, please leave all sharpening on separate layers. Do not sharpen vector text.

If you have any questions regarding these criteria, please contact the editor.

Thank you again for your interest. If you have any further questions please call me at 250-721-5937 or send an e-mail to: editor@victoriacameraclub.org.

Richard James, Editor, September 27th 2010.