




LEADING SPAS
OF CANADA

SPA
inc.

2017 Spa Directory Rate Card

Revitalize your spa profile with the enhanced Leading Spas of Canada Directory

**The Leading Spas of Canada 2017 Directory
is bigger and better than ever!**

2017 marks the Spa Industry Association of Canada's (SIAC) official 20 year anniversary with the illustrious Canadian Spa Industry. We're kicking it off with a brand new directory design and a new partnership with *Spa Inc.* magazine.

*Don't miss your chance to be
part of the celebration!*



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



Reserving a spot in the Leading Spas of Canada 2017 Directory ensures your spa is a recognizable part in the Canadian spa industry. Our industry is a community that continues to celebrate the best of health and wellness, with both clients and fellow spas, with the continuation of the 2016 Canadian Spa and Wellness Awards. Don't miss your chance to be at the forefront of the industry.



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 /OBC	\$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 2.75"
1/4 page	5.125" x 1.35"

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
November 30, 2016

LYNNE LEBLANC
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jdiorio@dvetail.com

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 chimes@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
Crystal Himes, chimes@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
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Tel.: 905.886.6640 Fax: 905.886.6615
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DOVETAIL
30 YEARS