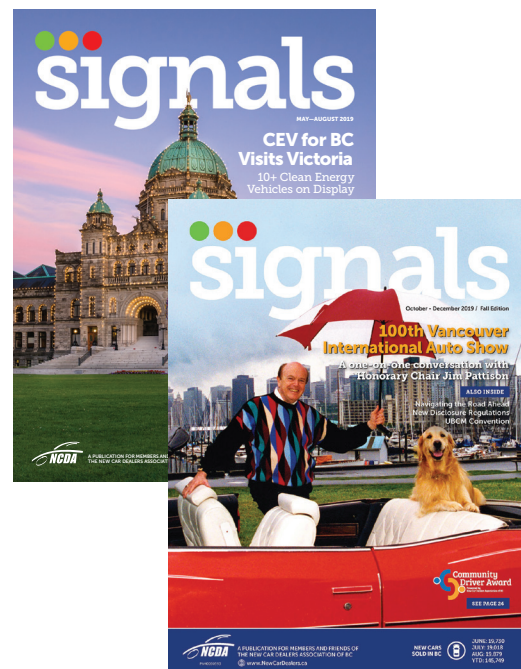


signals

Signals is the quarterly magazine publication of the New Car Dealers Association of BC (NCDCA) and has become a trusted communications tool recognized by the Association's dealership, associate members, official suppliers, and partners.

Signals is distributed in print and digital formats to over 1,300 subscribers, including to key decision makers, management, and dealer owner contacts at British Columbia's 390+ new car dealers. The magazine is also available online at newcardealers.ca. Advertise today and expand your reach and visibility with BC's New Car Dealers!



2020 Advertising Rates

4 Colour	1x	2x	4x (Full year)
Full Page	\$1,250	\$960	\$749
IFC / IBC / OBC	\$1,200	\$1,095	\$825
1/2 Page Horizontal	\$700	\$605	\$495
1/2 Page Vertical	\$700	\$605	\$495
1/3 Page Square	\$515	\$475	\$380
1/3 Page Vertical	\$515	\$475	\$380
1/4 Page	\$475	\$440	\$345
Banner Ad (Bottom of page)	\$405	\$380	\$305

All rates shown are per edition and before taxes. Associate Members in good standing with the NCDCA receive 10% discount off the rates listed above. The New Car Dealers Association of BC reserves the right to refuse advertising. Advertising space is limited and will be sold on a first-come, first-served basis.

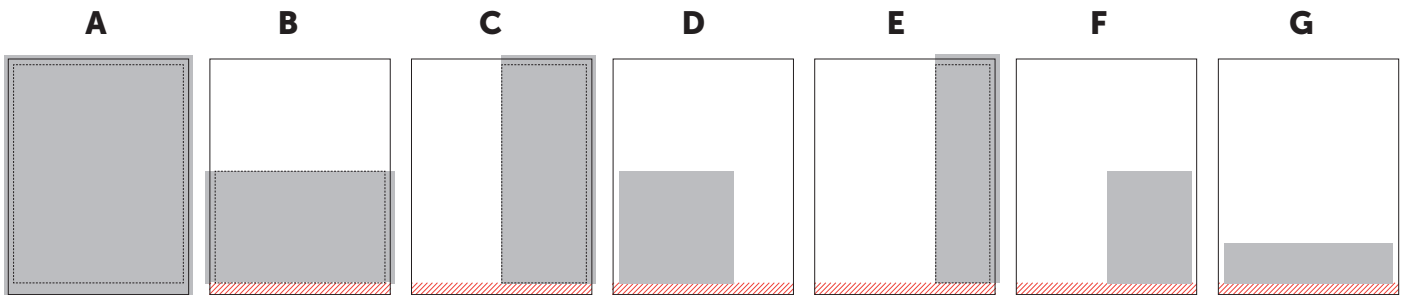
Submission Deadlines

Designed ads/artwork is available for an additional fee. Available upon request, please contact us!

Issue	Ad Space Closes	Creative Deadline	Delivery Week
Winter Edition <i>January–March</i>	December 5	December 5	Early February
Spring Edition <i>April–June</i>	March 10	March 10	Late April
Summer Edition <i>July–September</i>	June 15	June 15	Late July
Fall Edition <i>October–December</i>	October 01	October 01	Early November

Mechanical Requirements

PLACEMENT (<i>Width-x-Depth</i>)	NON-BLEED	BLEED SIZE	TRIM SIZE
A. Full Page / IFC / IBC / OBC	7.25"-x-9.75"	8.75"-x-11.25"	8.25"-x-10.75"
B. 1/2 Page Horizontal	7.25"-x-4.75"	8.75"-x-5.625"	8.25"-x-5.125"
C. 1/2 Page Vertical	3.5"-x-9.75"	4.5"-x-11.25"	4"-x-10.5"
D. 1/3 Page Square	4.75"-x-4.75"	—	—
E. 1/3 Page Vertical	2.25"-x-9.75"	3.25"-x-11.25"	2.75"-x-10.5"
F. 1/4 Page	3.5"-x-4.75"	—	—
G. Banner Ad	7.25"-x-2"	—	—



Production notes.

Advertising measurements shown are in inches.

Magazine trim size is 8.25"-x-10.75".

Binding is saddle stitched.

All ads with bleed must have 0.25" bleed on all four sides. For bleed ads, keep critical live area 0.25" in from trim size, all around.

Dashed lines above represent non-bleed sizes.

Red hash lines above represent the non-printing area for ads.

Prior to submitting your ad material, please confirm the following.

Format: Submit your ad in PDF-X-1a or PDF-X-4 format. Illustrator AI format is acceptable with all fonts converted to paths, and TIFF formats are acceptable if created at 300ppi resolution at final size. Do not send JPG, BMP, or GIF files.

Colour: All colour, including placed images, illustrations, graphics, and text should be CMYK or grayscale.

Resolution: The file and images within the file should be 300 dpi.

Contact us for your booking!

Joshua Peters

Manager, Member Services

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The New Car Dealers Association of BC (NCDA) is the provincial industry association that represents more than 390 new car and truck franchised dealers in BC. NCDA is a proud member of the Canadian Automobile Dealers Association (CADA).



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