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## Advertising Agreement Form

### Section 1: Contact Information

Date \_\_\_\_\_ Member No (if applicable) \_\_\_\_\_  
 First Name \_\_\_\_\_ Last Name \_\_\_\_\_  
 Organization (if applicable) \_\_\_\_\_  
 Street/PO Box \_\_\_\_\_ (Mailing address only please)  
 City \_\_\_\_\_ Province \_\_\_\_\_  
 Postal Code \_\_\_\_\_ Country \_\_\_\_\_  
 Phone \_\_\_\_\_ E-mail Address \_\_\_\_\_

### Section 2: Advertising Opportunities

Please check the option or options below that you wish to purchase. All options described are exclusive of tax. **Corporate Members of RAC, in good standing, receive an additional 10% discount when advertising their own businesses, professional development workshops, products, etc.**

#### **REFRESH MAGAZINE**

*REFRESH is published by RAC on a quarterly basis in both French and English. It is written mainly by reflexology therapists, Head Office Staff and other complementary health practitioners. It is distributed through electronic methods to reflexology therapists, students, and educators across Canada. Topics include the practice, clinical study, philosophy, and business of reflexology, integrative medicine and RAC.*

**All advertising must be submitted in both official languages (French and English). Translation work will be charged at \$0.20/word +tax.**

	Size	Price	Requirements (full colour and full bleeds – 1/8 in)
<input type="checkbox"/>	2 – Page Spread	\$650.00	17 x 11 in.
<input type="checkbox"/>	Full Page	\$300.00	8.5 x 11 in.
<input type="checkbox"/>	2/3 Page	\$220.00	8.5 x 7.25 in
<input type="checkbox"/>	½ Page (vertical or horizontal)	\$150.00	Vertical – 4.25 x 11 in



<input type="checkbox"/>	1/3 Page (vertical or horizontal)	\$100.00	Horizontal – 8.5 x 5.5 in. Vertical – 3.66 x 11 in. Horizontal – 8.5 x 3.25 in.
<input type="checkbox"/>	¼ Page (vertical or horizontal)	\$75.00	Vertical - 4.25 x 5.5 in. Horizontal – 2.75 x 11 in.

### Online Advertising Bundles

*Social media is a fast way to engage with RAC's membership and the larger reflexology community throughout Canada and around the world. Advertisements must be submitted to the specifications outlined below. If you prefer RAC to design your social media posts or banner advertisements, you will be charged an additional \$75.00 + tax for each design. This includes one review and edit request.*

*Online advertisements may be submitted in either French or English. If you require translation work, it will be charged at \$0.20/word +tax.*

	Social Medium	Price	Image Requirements
Level 1 <input type="checkbox"/>	<ul style="list-style-type: none"> <li>1 Facebook Post</li> <li>1 Instagram Post</li> </ul>	\$99.00	1080 x 1080 pixels
Level 2a <input type="checkbox"/>	<ul style="list-style-type: none"> <li>2 Instagram Posts</li> <li>2 Facebook Posts</li> </ul>	\$165.00	Social Media - 1080 x 1080 pixels
Level 2b <input type="checkbox"/>	<ul style="list-style-type: none"> <li>1 Banner on <a href="http://reflexologycanada.org">reflexologycanada.org</a> homepage (Duration 30 days)</li> </ul>	\$185.00 (for 300 x 250 pixels banner)	Banner – 125 x 125 pixels (option #1) Banner – 300 x 250 pixels (option #2)
Level 3a <input type="checkbox"/>	<ul style="list-style-type: none"> <li>2 Instagram Posts</li> <li>2 Facebook Posts</li> <li>1 Banner on the <a href="http://reflexologycanada.org">reflexologycanada.org</a> homepage (Duration 30 days)</li> </ul>	\$259.00 \$300.00 (for a sponsored post - RAC creates the content)	Social Media - 1080 x 1080 pixels Banner – 125 x 125 pixels
Level 3a <input type="checkbox"/>	<ul style="list-style-type: none"> <li>1 Blog post (maximum 500 words) (Duration 90 days)</li> </ul>		Blog Post – 500 words, – picture 800x 800 pixels



**Website**

Website blog posts are great for longer reads to reach a larger audience. This option is great for job advertisements, articles that are time sensitive, and workshop announcements. **Blog posts that contain job postings have a duration of 30 days.** Website submissions may be submitted in either French or English. **If you require translation work, it will be charged at \$0.20/word +tax.**

	Size	Price	Requirements please submit in doc, docx, or pdf formal
<input type="checkbox"/>	250-word blog post or job advertisement with picture	\$75.00	No more than 250 words
<input type="checkbox"/>	500-word blog post or job advertisement With picture	\$150.00	No more than 500 words
<input type="checkbox"/>	1000-word blog post or job advertisement With picture	\$300.00	No more than 1000 words

We are continuing to update our website advertising opportunities. For additional advertising opportunities, please contact the Reflexology Association of Canada at 204-477-4909.

**Section 3: Payment Details (payment to "Reflexology Association of Canada" in Canadian funds please)**

Selected Cost	GST/HST*	Total Amount

\* Alberta 5%, British Columbia 5%, Manitoba 5%, New Brunswick 15%, Newfoundland & Labrador 15%, Northwest Territories 5%, Nova Scotia 15%, Nunavut 5%, Ontario 13%, Prince Edward Island 15%, Quebec 5%, Saskatchewan 5%, Yukon 5%

**Payment method:**

- Send online invoice  
  Money Order/Bank Draft  
  MasterCard  
  Visa  
  Discover  
 Please invoice my organization.

**If paying by credit card, please enter information below:**

Cardholder name \_\_\_\_\_

Card number \_\_\_\_\_ Exp. Date \_\_\_\_\_ CVV \_\_\_\_\_

Signature \_\_\_\_\_



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#### Section 4: Agreement

**Pursuant to the Personal Information Protection and Electronic Documents Act:** I understand that the information given on this form is for the sole purpose of advertising with the Reflexology Association of Canada and its chapters and that it will not be shared with any third party or used for any other purpose without my express permission in writing.

**I/We** understand that the Reflexology Association of Canada reserves the right not to advertise any content that does not align with our Mission, Objectives, Standards, etc.

**I/We** understand that specific dates and times for the posting of social media and blog posts are left to the discretion of the Reflexology Association of Canada. *Refresh Magazine ads*, Social Media, Banners, and Blog Posts can be provided to us in French and/or English. Any additional desk translation work will be charged at \$0.20/word +tax.

**I/We** will submit the appropriate artwork for my advertising selections electronically in either an **Illustrator EPS** (with text converted to paths and linked files embedded), **JPG file**, or **PDF** (with all fonts and graphics embedded) with full colour and full bleeds, and a minimum resolution of 300 dpi.

**I/We** understand that all advertising materials should be sent pre-paid to: The Reflexology Association of Canada, 165B Garry Street, Winnipeg, MB, R3C 1G7.

**I/We** understand that All advertisements must be submitted to the specifications outlined in the Advertising Guidelines. If you require RAC to design your social media posts or banner advertisements, you will be charged an additional \$75.00 + tax for each design. This includes one review and edit request.

**I/We** understand that advertising pricing and options with the Reflexology Association of Canada may change in the future.

**I/We** understand that RAC reserves the right to refuse any advertisement if it does not correspond to the Association's mission, vision or values.

**I/We** understand that all advertising is non-refundable once we start working on your advertising.

Signature \_\_\_\_\_

Date \_\_\_\_\_

