

# Experience

50+  
Living

## EXPERIENCE COMMUNITIES

### Lower Mainland

Abbotsford  
Burnaby(2)  
Chinese Edition  
Chilliwack  
Coquitlam  
Delta(2)  
Langley  
Maple Ridge  
New Westminster  
North Shore  
North Vancouver  
Pitt Meadows  
Port Coquitlam  
Port Moody  
Richmond  
Surrey(2)  
Vancouver(6)  
West Vancouver

### Interior

Central Okanagan  
Kamloops  
Kootenays  
North Okanagan Shuswap  
Prince George  
South Okanagan Similkameen

### Vancouver Island

Campbell River North  
Comox Valley  
Cowichan Valley  
Nanaimo  
Saanich & the Gulf Islands  
Victoria

### Our Distribution Locations:

- All Advertisers
- Banks
- City Hall
- Community Centres
- Doctors' offices
- Health Authorities
- Housing facilities
- Hospitals
- Information Centres
- Libraries
- Recreation facilities
- Service BC
- Volunteer agencies
- Welcome Wagon (to all 50+ newcomers)
- Community Resource agencies

### What they are saying...

*"They fly out the door ... they fill a need, and are obviously very popular. We appreciate and use them as well."*

*The Librarian, Ocean Park Library, Surrey*

*"The best advertising publication that we have seen. Outstanding and useful content presented in the best way possible."*

*A Martens Sr, Visions One Hour Optical*

*"Our staff and clients love Experience – useful and educational – we use it every day."*

*Chilliwack Home Services*

Published by:



Experience Publishing

[www.experiencegroup.ca](http://www.experiencegroup.ca)

Community Guide  
to Better Living

2011 Advertising  
Rate Card



# Experience™ ... Your Community Guide to Better Living

# 2011 Advertising Rates



## How Experience reaches your market



**Experience™** is published annually in each of our Communities and provides the most current, detailed information sources in the areas of:

- Housing
- Professional
- Government
- Leisure
- Health
- Resources

In addition, we feature organizations and individuals that have made a difference in each community as well as information that is helpful to our readers.

**Experience™** is designed for ease of use with easy to find listings and an easy to read format.

**Experience™** is highly visible, easy to access, and readily available at over 200 area distribution locations.

**Experience™** is fully supported on it's web site [www.experiencegroup.ca](http://www.experiencegroup.ca)

**Experience™** is fully supported by its advertisers who appreciate their customers and work hard to provide the products and services that contribute to the betterment of their lives.

Distribution – We are very meticulous in our distribution and you will find **Experience™** throughout your community at:

- Senior Centres
- Pharmacies
- Hospitals
- Community Centres
- Doctors' offices
- Participating Retailers

If you have any suggestions for distribution please let us know:  
[distribution@experiencegroup.ca](mailto:distribution@experiencegroup.ca)

AD SIZE	DIMENSIONS	PRICE (Plus GST)
<b>Banner</b>	5.25" x 2"	<b>\$295</b>
<b>1/2 Page</b>	5.25" x 4"	<b>\$570</b>
<b>Full Page</b>		<b>\$850</b>
Full Bleed	6.25" x 9" (6.5" x 9.25")*	
No Bleed	5.25" x 8"	
<b>Centre 2 Page Spread</b>		<b>\$1,950</b>
Full Bleed	12.5" x 9" (12.75" x 9.25")*	
No Bleed	11.5" x 8"	
<b>1/S Cover</b>		<b>\$1,295</b>
Full Bleed	6.25" x 9" (6.5" x 9.25")*	
No Bleed	5.25" x 8"	
<b>0/S Cover</b>		<b>\$1,625</b>
Full Bleed	6.25" x 9" (6.5" x 9.25")*	
No Bleed	5.25" x 8"	

\*With bleed

### Ad Design

Ads will be designed and completed to a second proof for all ad sizes for \$90. Logos or other images need to be supplied with a minimum 300 dpi resolution in EPS, TIFF or JPEG format. Web images and images in Word processor files cannot be used for typesetting. Files can be supplied by e-mail, on CD, or via Loading Dock on-line file transfer service. Be sure to provide your contact information, as well as the **Experience™** publication(s) involved.

### Print-Ready Materials

Print-ready materials can be supplied in digital format as follows:

1. PDF (Adobe Acrobat) files created from professional layout programs.
2. Adobe InDesign, Illustrator. Be sure to include all screen and printer fonts in addition to any image files that are to be used.
3. Accepted file formats are: *.ai, .psd, .eps, .jpeg, .tif*.

### Web Rates

Introductory rates for all ad sizes at \$25 per month.

Print ads will appear in the publication posted on our Website in searchable PDF format. The listings from each (all) publications and Web advertising will form part of our searchable database and will be linked to subject or category look ups.

Ad Design by **bBold!** [www.bbald.com](http://www.bbald.com)