

Victoria Camera Club

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www.victoriacameraclub.ca



Established 1944

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 summer). It is produced in two formats: Black and white paper edition (colour cover and eight centre pages), and a full-color screen-readable PDF edition. *Close-Up* is normally 28 pages in 8½" x 11" format.

As of September 2018, we have approximately 250 members, plus a circulation of 325 for the printed edition. The PDF version is available through our website which allows all visitors to read each issue of the magazine.

Close-Up has won multiple awards in the "large club" category in the Photographic Society of America (PSA) club newsletter competition. In 2018 we won 1st place and "Best Competition Image Page" awards. In 2017 we received an Honourable Mention; in 2016 we received a Honourable Mention and the "Best Cover" award. In 2014 we received an Honourable Mention, plus 1st place and runner-up in the "How-to" article category; in 2013 we received an Honourable Mention and the Best Newsletter Layout award. In 2012 we received an Honourable Mention and awards for: "Best Variety of Material", "Best Travel Article", and "Best Opinion Article". In 2011 we placed 3rd. In 2016 we took 1st place in the Canadian Association for Photographic Arts (CAPA) newsletter competition.

If you decide to advertise with us, you will be provided with copies of the latest issue to give to your customers. You will also have a link to your website on our newsletter page. If you choose to offer members a discount on your services, we encourage you to include "VCC Member Discounts" or similar wording in your ad and details will be listed on a Members only page on our website. We also have a Social Media presence with links to *Close-Up*.

Advertising rates (per issue, nine issues per year) and approximate dimensions are as follows (effective Sept. 2018).

	Cover and inside colour pages (Colour) - Full bleed*		Inside B/W pages (B/W – print, colour PDF) Full bleed*	
Full page	8.375" W x 10.75" H	\$205	8.375" W x 10.75" H	\$160
Half page	8.375" W x 5.28" H	\$105	8.357" W x 5.28" H	\$85
Quarter page	4.00/4.19" W x 5.28" H	\$70	4.00/4.19" W x 5.28" H	\$50

* The bleed layout gives details of content placement within the overall dimensions and framed ad dimensions.

Unless otherwise arranged, half and quarter page ads may be "doubled up" with an adjacent ad and inside page ads may be placed on any page to suit the layout of that particular issue.

All ads must be paid in advance, we bill annually except for short run ads which will be billed as booked.

Ads should be sent electronically to the editor and should meet the following criteria for best quality reproduction.

- We prefer that ads are in Photoshop PSD or TIF format. Adobe Illustrator, or InDesign layered files are also acceptable. PDF and JPG images are discouraged, due to their low resolution and our inability to edit or 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 bleed layout file), have a resolution of 300 dpi and should be in aRGB colour space (not CYMK) and be 8- 16-bit depth (not 32-bit).
- Please check to see that your ad looks good in both colour and black and white (B/W pages only). 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 (we can do the black-and-white conversion for you). 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 as we must adjust this for printing. Do not sharpen vector text.

If you have any further questions, please e-mail me at editor@victoriacameraclub.ca, or call me at 250-721-5937.

Richard James, Editor, Aug 2018.