Victoria Camera Club

PO Box 46035, RPO Quadra,
Victoria, BC, V8T 5G7.
www.victoriacameraclub.org

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 three formats: Black and white paper edition (colour cover and centrefold), and, color screen-readable and printable PDF editions. *Close-Up* is currently 28 pages long in 8½" x 11" format.

As of February 2015, we have a circulation of 270+ members, plus 250 for the paper edition. In addition to this, the PDF versions are available through our website which allows all visitors to read each issue of the magazine.

Close-Up placed 3rd in the Photographic Society of America club newsletter competition in the "large club" category in 2011. In 2012 we received an Honourable Mention and awards for: Best Variety of Material, Best Travel Article, and Best Opinion Article. In 2013 we again received an Honourable Mention and Award for the Best Newsletter Layout. In 2014 we received an Honourable Mention, 1st place and runner-up in the "How-to article" category.

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 placed on the newsletter page of our website. 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.

Advertising rates (per issue, nine issues per year) and dimensions are as follows (effective Jan 1 2015):

	Cover and inside colour pages (Colour) - Full bleed (see layout page)		**Inside B/W pages** (B/W – print, colour PDF) Full bleed (see layout page)	
Full page	8.375" W x 10.75" H	$160	8.375" W x 10.75" H	$125
Half page	8.375" W x 5.28" H	$80	8.357" W x 5.28" H	$63
Quarter page	4.00/4.19" W x 5.28" H	$53	4.00/4.19" W x 5.28" H	$37

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 B/W 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 e-mailed 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, InDesign or PDF layered files are also acceptable. JPG images are discouraged, due to their low resolution and our inability to 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 above) and have a resolution of 300 dpi
- 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 (if requested, 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.org, call me at 250-721-5937.

Richard James, Editor, Feb 1st 2015.