



Canadian Kinesiology Alliance

Reach an estimated 2 out of 3 kinesiology professionals in Canada.

The CKA/ACK Advantage:

- The Canadian Kinesiology Alliance/Alliance Canadienne de Kinésiologie (CKA/ACK) is the **only national organization** serving as a voice for kinesiology professionals throughout Canada.
- Our membership represents an estimated **2 out of 3** kinesiology professionals throughout Canada.
- Nearly **3 out of 4 members are involved in making direct purchases or making purchasing recommendations** to clients and patients.

About Us:

CKA/ACK is a not-for-profit corporation that promotes the advancement of and advocates the profession of kinesiology in Canada, **representing an estimated 2 out of 3 kinesiology professionals** throughout Canada. The CKA/ACK advocates for members by developing progressive partnerships with other national organizations, providing national support to effect positive change within government and public policy, and promoting the science of kinesiology. CKA/ACK currently has provincial kinesiology associations in the following provinces:

- | | |
|--------------------|-----------------|
| • British Columbia | • Quebec |
| • Alberta | • New Brunswick |
| • Saskatchewan | • Nova Scotia |
| • Ontario | • Newfoundland |

Put your company's message directly into the hands of individuals with purchasing authority in the Canadian kinesiology profession! Contact your Naylor account representative today to reserve your space in the *Canadian Journal of Kinesiology*.

Interested? Please contact:

Michelle Dalrymple
Publication Director
Naylor (Canada), LLC
Toll-free: (800) 665-2456, ext. 443
Fax: (800) 709-5551
mdalrymple@naylor.com



Canadian Journal of Kinesiology



Published in both English and French, the official publication of CKA/ACK provides **valuable information on current research and issues** affecting our members and the medical community at large.

Readers also use the journal as a **comprehensive resource and buyers' guide** to locate trusted product and service suppliers in Canada.

Why Advertise?

When you advertise in the **Canadian Journal of Kinesiology**, your message reaches beyond the CKA/ACK membership, which **includes kinesiologists, affiliate, student, and honorary members of the provincial kinesiology associations**. Your message is distributed to universities that maintain kinesiology programs, affiliated professional associations and groups with similar interests, and it is displayed at various trade shows that host insurers, rehabilitation professionals and physicians.

To learn more about the **Canadian Kinesiology Alliance/Alliance Canadienne de Kinésiologie**, visit:
www.cka.ca



Dear Advertiser,

The Canadian Kinesiology Alliance / Alliance Canadienne de Kinésiologie (CKA / ACK) is pleased to announce we have chosen to work with Naylor (Canada), Inc., once again to be the official publisher of our bi-annual publication, the *Canadian Journal of Kinesiology*. As we move into the fifth year of our publication, we are anticipating further contribution from the Kinesiology academic community in all fields of practice of interest to our members across the country. In addition to our membership circulation, we are offering subscriptions to educational facilities, libraries and other interested professionals. We are confident that this addition to our communication program will continue to expand the profile of the journal and circulation beyond our core Kinesiology membership and also educate other professionals and the general public.

We invite you to participate in the *Canadian Journal of Kinesiology* as an advertiser. The *Canadian Journal of Kinesiology* provides a valuable outlet for the latest research and trends encompassed in the science of Kinesiology. Readers will have the opportunity to reference this magazine as a comprehensive buyers' guide to locate the highest quality product and service suppliers in Canada. The *Canadian Journal of Kinesiology* presents a perfect way to capture a target segment of the market with very little effort. By marketing your company through this easy and inexpensive means, you are expanding the possibility of your product.

We are working with Naylor (Canada), Inc., as publisher of *Canadian Journal of Kinesiology*, recognizing their more than 40 years of experience with trade association publications. We are confident that the professionals at Naylor will continue to provide us with a top-quality publication that will enhance the growing reputation of our organization. When a representative from Naylor contacts you, please consider allocating part of your advertising dollars to our directory and guide.

On behalf of the Canadian Kinesiology Alliance/Alliance Canadienne de Kinésiologie, I thank you in advance for your support and interest.

Sincerely,

Craig Hogben, C.K.
President

Net Advertising Rates

Revisions and Proofs: \$50.00
Position Guarantee: 15% Premium

| Full-Colour Rates | 1x | 2x |
|-----------------------------------|------------|------------|
| Double Page Spread | \$3,429.50 | \$3,259.50 |
| Outside Back Cover | \$2,369.50 | \$2,269.50 |
| Inside Front or Inside Back Cover | \$2,169.50 | \$2,069.50 |
| Full Page | \$1,969.50 | \$1,869.50 |
| 2/3 Page | \$1,689.50 | \$1,609.50 |
| 1/2-Page Island | \$1,459.50 | \$1,389.50 |
| 1/2 Page | \$1,239.50 | \$1,179.50 |
| 1/3 Page | \$939.50 | \$889.50 |
| 1/4 Page | \$709.50 | \$669.50 |
| 1/6 Page | \$559.50 | \$529.50 |
| 1/8 Page | \$439.50 | \$419.50 |

Premium Advertising Options - Ask your representative for specifications.

Belly Band: \$4,069.50

Rate includes printing and mechanicals.

Direct-Mail Opportunities Available

Please ask your representative for details.

Past Advertisers

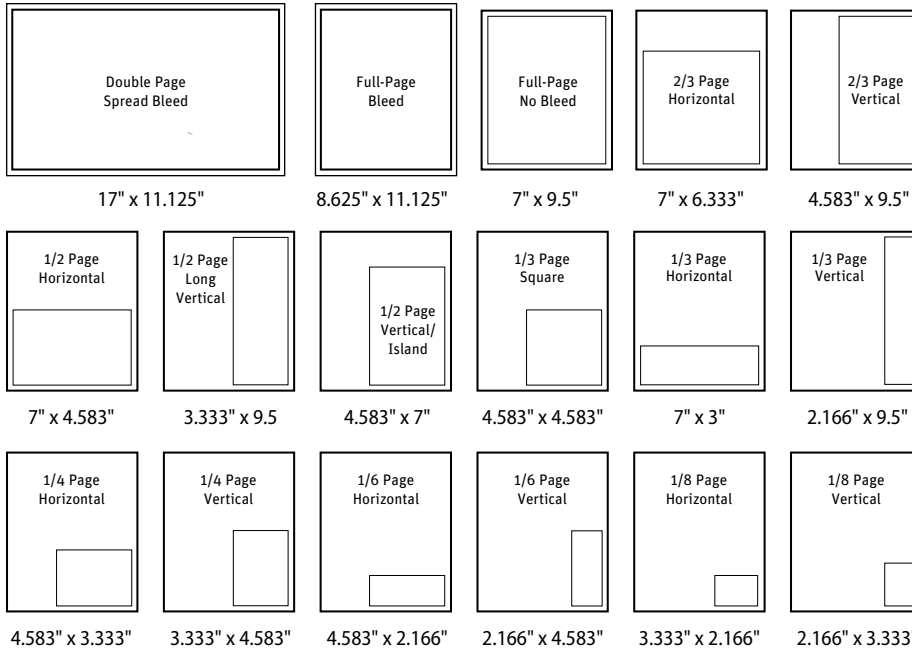
Our communications program is made possible solely through advertiser support. We appreciate the investment that our advertisers make with the Canadian Kinesiology Alliance/Alliance Canadienne de Kinésiologie and strongly encourage our members to do business with vendors that support our association. Members know that they can confidently select the quality products and services featured within the official resources of CKA/ACK.

BTE Technologies
 Canadian Association of Cardiac Rehabilitation
 Canadian College of Osteopathy
 Canadian Society for Exercise Physiology
 CBI Health

Ergo-Centric Seating Systems
 LMS PROLINK Ltd.
 Manitoba Fitness Council/NFLA
 Ortho Canada

Print Advertising Specifications

Magazine Trim Size: 8.375" x 10.875"



Note: Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

DPS Live Area: 15.417" x 9.5"

Full-Page Live Area: 7" x 9.5"

Production Services

Naylor provides professional ad assembly to non-agency clients at no charge.

Artwork Requirements

All digital colour and greyscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the web are not suitable for printing. All colour artwork must be in CMYK mode; black-and-white artwork must be in either greyscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a colour shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Ad Material Upload

Go to the Naylor Web site at www.naylor.com and under the Client Support section click "Ad Upload." Locate your publication code, advertising order number and advertising code in the box at the top right-hand side of your advertising space contract. Simply fill in your company's contact information along with these three pieces of information, browse for your file and click "Submit." Changes or corrections resulting from problems of supplied material will be billed at cost plus 15%.

Proofs and Revisions

Proofs of ads produced by Naylor are available upon request at a charge of \$50. Revisions are rework for Naylor and are subject to a \$50 surcharge.