



# Canadian Kinesiology Alliance

**Gain direct access to the country's leading kinesiologists.**

## 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 is currently comprised of **more than 3,000** professional kinesiologists across the country.
- CKA/ACK represents **7 out of 10** kinesiology professionals throughout Canada.

## Who We Are:

Formed in 2001, CKA/ACK is a not-for-profit corporation that **promotes the advancement of and advocates the profession of kinesiology** in Canada. The CKA/ACK advocates for our 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.

## Why Advertise?

When you advertise in the *Canadian Journal of Kinesiology*, you reach kinesiologists responsible for specifying, recommending and approving purchases of products and services just like yours on behalf of their organizations. Contact your Naylor account executive today to reserve your space.

## Interested? Please contact:

### Kim Davies

Project Manager

Naylor (Canada), Inc.

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## Canadian Journal of Kinesiology

Published in both English and French, the official publication of CKA/ACK provides **valuable information, 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.

## 2009 advertisers include:

BTE Technologies  
Canadian College of Osteopathy  
Canadian Society for Exercise Physiology  
Canadian Therapeutic College  
Ergo-Centric Seating Systems  
First Line Education Inc.  
LMS ProLink Ltd.  
Metriks  
OrthoCanada  
Podiatric Association of Canada



To learn more about CKA/ACK, visit:

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

## Net Advertising Rates

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

Full-Colour Rates	1x	2x
Double Page Spread	\$3,269.50	\$3,109.50
Outside Back Cover	\$2,759.50	\$2,669.50
Inside Front or Inside Back Cover	\$2,499.50	\$2,409.50
Full Page	\$1,879.50	\$1,789.50
2/3 Page	\$1,609.50	\$1,529.50
1/2-Page Island	\$1,389.50	\$1,319.50
1/2 Page	\$1,179.50	\$1,119.50
1/3 Page	\$899.50	\$849.50
1/4 Page	\$679.50	\$649.50
1/6 Page	\$529.50	\$499.50
1/8 Page	\$419.50	\$399.50

Premium Advertising Option - Ask your representative for specifications.

**Belly Band:** \$4,069.50\*

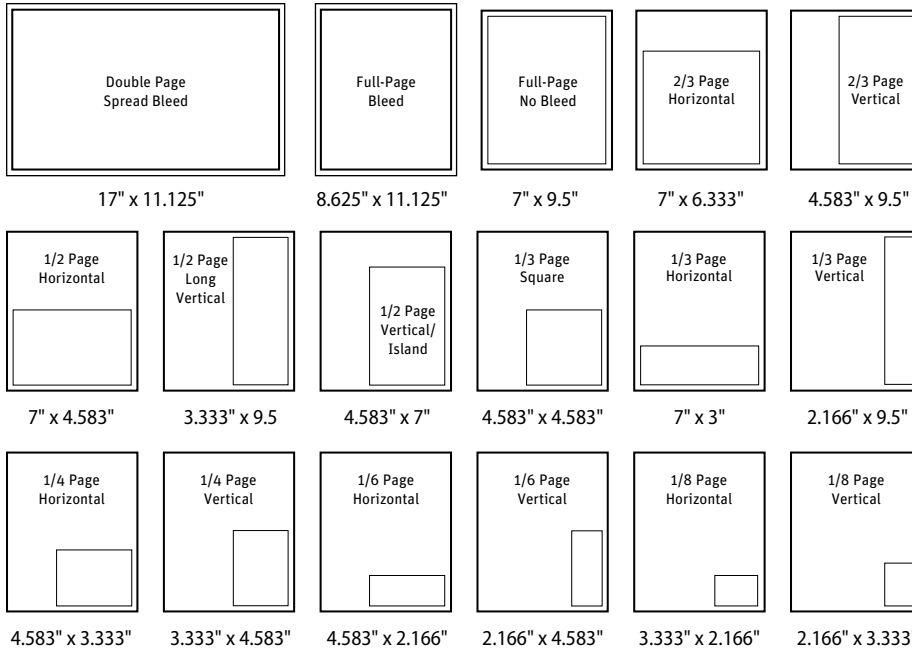
*\*Rate includes printing and mechanicals.*

**Direct-Mail Opportunities Available:**

*Please ask your representative for details.*

## 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](http://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.