

LeadershipTM in technology

THE PUBLICATION OF CHOICE FOR TECHNOLOGY PROFESSIONALS IN NOVA SCOTIA



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media kit

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Leadership

in technology

Leadership In Technology is the publication of choice for technology professionals in Nova Scotia.

Leadership In Technology is the first word on technology innovation: it is a leading source of new technology information delivering articles on a wide range of topics, from the latest in LEAN manufacturing, construction, and production techniques to new innovations for the unconventional gas and oil sectors.

Why the Leadership In Technology Magazine?

It provides readers with a deeper understanding of technology and research field, as well as the practices that keep companies ahead of their competition.

Reading Audience

Government, business and technology decision makers who know that their profits, command of market share, and status as industry leaders depend upon innovation.

Technology innovators and developers who are creating and harnessing new technologies. Leaders and early adopters who advocate quality and to whom others often turn for opinions on "what's next." They depend on the Leadership In Technology newsletter to give them the essential insight they need to stay ahead of the curve.

Distribution Information

Printing: 2000/edition

Circulation: 2000

Digital Edition: 3500+



e-publishing

more readers.
higher brand exposure.
higher ROI.

Leadership In Technology is now available in interactive digital e-pub format with flash animations, videos, hyperlinks, HD images and much more. You will now be able to access the magazine from your computer, iPad, iPhone and Android devices. You can even share it over your social networks.

Because of the interactive nature of this new publishing format, you can now add sound or movies to your digital ads.

Hyperlinked Ads

We encourage you to include hyperlinks to send readers to your Web site for more information or special offers. If you choose this option, please note the following:

- Indicate the exact URL to be embedded in your ad.
- If your ad contains more than one URL, please note which text is to be linked.

Sound and Movies

You will need your source files, not a PDF for these types of interactivity. Please contact our office in advance of the issue deadline if you are unsure of the technical specifications.

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An eco-friendly solution

ADVERTISING GUIDELINES 2011-2012

advertising rates

	1x	2x → 20% reduction for 2 issues
Back Cover	\$1750	\$2800
2-Page Spread	\$1500	\$2400
Inside Front Cover	\$1100	\$1760
Inside Back Cover	\$1100	\$1760
Full Page	\$800	\$1280
1/2 Page	\$400	\$640
1/4 Page	\$250	\$400

NEW: All advertising rates include e-publishing, hyperlinked ads, sound & movie files, digital distribution. Regular cost for this value added feature is \$250.00 per ad.

MECHANICAL SPECIFICATIONS

Digital File Requirements

- All ads must be supplied as PDF/X 1a (press optimized, fonts embedded, Acrobat distiller), converted to CMYK.
- Ensure that all images are a minimum of 300ppi at 100% of final placement size.
- Text type should be a minimum of 8 point; reverse type minimum 12 point. Leadership In Technology and its suppliers are not responsible for reproduction of type sizes smaller than those mentioned.
- Convert all spot/special colours to four colour process. Please provide CMYK files only. Do not submit files in RGB.
- Ads may be supplied on CD or DVD, or uploaded onto our FTP, and must be accompanied by a colour proof.
- All proofs must be made from the original file and include trim, crop-marks, and bleed (0.125"), if required.
- Filenames for PDFs should consist of: advertiser name_ad size_issue date (example: Gallery_1/4pgH_summer11).
- Advertisers and/or advertising agencies assume full responsibility for all contents of advertisements and any claim made against Leadership In Technology because of such content.
- Supplied colour proofs are only an approximation of colour reproduction. Leadership In Technology and its suppliers aim for pleasing colour throughout the proofing/printing process.



advertising sizes

1 — Spread

Bleed	17.25" x 11.25"
Bleed Trim	17" x 11"
Non-Bleed	N/A

2 — Full Page/Cover

Bleed	8.75" x 11.25"
Bleed Trim	8.5" x 11"
Non-Bleed	7.5" x 10"

3 — 1/2 Page Vertical

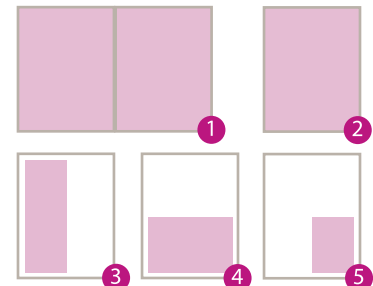
Bleed	4.4375" x 11.25"
Bleed Trim	4.1875" x 11"
Non-Bleed	3.6875" x 10"

4 — 1/2 Page Horizontal

Bleed	8.75" x 5.6875"
Bleed Trim	8.5" x 5.4375"
Non-Bleed	7.5" x 4.9375"

5 — 1/4 Page

Bleed	N/A
Bleed Trim	N/A
Non-Bleed	3.6875" x 4.9375"



Keep safety 3/8" from bleed,
1/4" from trim.

Publication trim size: 8.5" x 11"

PUBLICATION DATES

SPRING EDITION

Deadline: March 1

Delivery: April 5

FALL EDITION

Deadline: October 15

Delivery: November 15