



**DALHOUSIE  
UNIVERSITY**  
*Inspiring Minds*

# VoxMeDAL

THE VOICE OF DALHOUSIE MEDICAL ALUMNI

focus

reach

benefit

The DMAA's main objective is to **bring medical alumni, faculty and students together, build relationships and continue to improve upon the exemplary tradition of support** the association has had in the past.

In an effort to do that, DMAA produces the Alumni Association's bi-annual publication **VoxMeDAL**. Its purpose is to **enhance the excellence and prestige of the Dalhousie Medical School by recognizing the accomplishments of alumni, faculty and students**. It is distributed by mail in hard copy as a full colour magazine twice annually.

Nearly 50% of the alumni still live and practice in the Maritime Provinces and Newfoundland. Of the remainder, 2000 live in the rest of Canada, 800 in the USA and 150 live abroad.

**VoxMeDAL** is an attractive product which most readers are proud to display in their homes and offices. It is also exclusive since there is no other vehicle to compete with it in providing information on concerns specific to the personal and professional activities of its readership.

**6000**

copies distributed to medical alumni in  
Canada, USA and abroad.

**Deadlines June 2007**  
Ad sales booking Jun 8  
Artwork Jun 15

Double page spread (no bleed)  
15.5" x 10"

With Bleed 17" x 11"  
(+ 1/8" bleed on all 4 sides)  
Leave 1/2" from all edges  
as a safe area

1" in centre for the gutter as a safe  
area (no text or important info)

Full page  
(no bleed)  
7.25" x 10"

**Trim 8.5" x 11"**

Bleeds  
8.75" x 11.25"

1/6  
page  
2.25"  
x  
4.875"

1/2 page  
horizontal  
7.25" x 4.875"

1/3 square  
4.75"x  
4.875"

1/3 banner  
7.25" x 3"

2/3 page  
4.75"  
x 10"

1/3  
page  
2.25"  
x  
10"

1/6 page hor.  
4.75" x 2.375"

1/2 page  
vertical  
4.75" x 7.5"

# VoxMeDAL

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## ADVERTISING RATES

Four Colour Ad Sizes	1 time/ad	2 times/ad
Outside Back Cover	\$2200	\$2000
Inside Covers	\$2000	\$1800
Double Page Spread	\$2600	\$2450
Full Page	\$1500	\$1350
2/3 Page	\$1200	\$1080
1/2 Page	\$1000	\$900
1/3 Page	\$700	\$630
1/6 Page	\$500	\$450

Preferred position add 15%. Multi-page buys on request. Rates are net.

## ADVERTISING REQUIREMENTS

Supplied ads should be designed at the appropriate size (see left). Our preference is to have the ad supplied in a Macintosh format and e-mailed to us. Advertising material may also be submitted via our FTP site. Contact us for more information. Preferred programs include Quark, Freehand, Illustrator, and Photoshop. Electronic files should include the following information:

1. Program name and version ad is created in.
2. Whether the creating program is Macintosh or IBM.
3. Include on disk all screen and printer fonts used – please do not use TrueType fonts.
4. All support files on disk (EPS or TIFF).
5. All colours must be CMYK – no RGB or spot colours.
6. Digital files must be 300 dpi at 100% printed size.
7. 100% laser outputs of ad.
8. If the ad is sent by email, please fax a proof for comparison.

## AD PRODUCTION

Metro Guide Publishing is pleased to offer ad design and production services if required at a nominal rate of \$45/hr.

## GENERAL INFORMATION

The publication is produced twice a year in February and June. Prices do not include taxes. Invoices are issued on publication date and are payable in 30 days. Cancellations must be received in writing one month prior to publication. Cancellations will be subject to having their past payments pro-rated according to the rate card.



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**Metro Guide Publishing**

**For advertising information contact Mary Jane Copps (902) 404 3290**

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