



# thesource

**2018 fall / winter  
advertising information**



Dear Source Advertisers,

Advertising is the key to giving your business the competitive edge it deserves. In our current cyber culture getting your name in the minds of your customers means more than ever before. Often the printed word is still the most efficient and effective way to get your products viewed by your target audience. *The Source* magazine is one way to bring value back to your advertising dollars.

*The Source* magazine is the Canadian Association of Geophysical Contractors' contribution to the Seismic industry with a distribution to a large sector of Upstream Oil & Gas Industry. Our member companies, many of whom are field oriented operators, are engaged in exploration programs providing a wide range of management, consulting, environmental, construction, technical & safety services for the Oil & Gas Industry.

*The Source* has a circulation of approximately 3500 companies and individuals within both the Seismic and the Oil & Gas industries. The people receiving our magazine are generally the Managers and CEO's of some of the most prominent companies in the Canadian OilPatch. *The Source* currently reaches readers Canada-wide, but also has a growing international readership as well due to our reputation as a quality publication. Digital copy is available on our website [www.cagc.ca](http://www.cagc.ca)

Our advertising prices are competitive amongst established publications on the market now. With discount incentives for multiple edition runs we pride ourselves on giving value for your ad formats without compromising on quality. Our Designer, Barbara Goulet of Square Circle Design has been designing and publishing *The Source* since its inception in 2004 and has a keen eye to detail and quality.

We offer a variety of advertising sizes to accommodate any budget. Contact Tashia at 403-265-0045 or by email at [tashia@cagc.ca](mailto:tashia@cagc.ca). If creating an eye-catching advertisement isn't your strong suit, Barbara of Square Circle Design's services are available to assist you in getting your vision into print.

We at the CAGC look forward to adding your company to our growing roster of advertisers as our magazine continues to grow and make positive strides towards becoming one of the leading publications in the Oil and Gas industry.

Best Regards,

A handwritten signature in black ink, appearing to read "Mike Doyle". The signature is fluid and cursive, with a horizontal line underlining the name.

Mike Doyle, President  
Canadian Association of Geophysical Contractors

# advertising rates

Advertising rates are effective commencing January 1, 2018

Ad Size	Price
Full Page	\$1,000
Half Page	\$500
1/3 and 1/4 page	\$250

# editorial and advertising deadlines

Edition	Editorial Deadlines	*Ad Design deadline for reserving advertising design time	Ad reserving advertising space	Artwork deadline for submitting press ready artwork (last day for submission)
<b>Fall 2018</b> Volume 14, Issue 1 <i>Scheduled to publish:</i> October 2018	September 12, 2018	September 10, 2018	September 14, 2018	September 24, 2018

To reserve advertising contact Mike Doyle or Tashia Olmstead of the CAGC. They can be reached at 403.265.0045 or by emailing [thesourcemag@cagc.ca](mailto:thesourcemag@cagc.ca).

**\*Ad Design** If you require assistance with the design of your advertising artwork, please contact our *Source* designer Barbara Goulet at Square Circle Design at 403.835.8095.

# thesource subscription

The CAGC currently offers a free subscription of *The Source* to local, national and international readers. *The Source* is mailed out to all members of the CAGC, Subscriptions for non-members are available online through the CAGC website at [www.cagc.ca](http://www.cagc.ca), by emailing [thesourcemag@cagc.ca](mailto:thesourcemag@cagc.ca) or contacting our office at 403.265.0045.

# advertising dimensions

Advertising dimensions are listed in inches

	width x height
<b>Full Page (no bleed)</b>	7.625 x 9.6
<b>Full Page (with bleed)</b>	8.625 x 11 trim to finished size of 8.375 x 10.75
<b>1/2 Page (landscape)</b>	7.625 x 4.8
<b>1/2 Page (portrait)</b>	3.7 x 9.9
<b>1/3 Page (banner)</b>	7.625 x 2.4
<b>1/3 Page</b>	5 x 4.8
<b>1/4 Page</b>	3.7 x 4.8

## Acceptable Files

Encapsulated Post Script (EPS) or TIFF  
High resolution PDF (300 DPI with embedded fonts)

## Color

All files must be saved as CMYK.  
Spot colors must be converted to CMYK.

## Size

All advertisement designs must be 100% of final size.

## Fonts

All fonts must be converted to outlines or curves when submitting an EPS or PDF.

## Submitting Artwork

Files can be emailed to Barbara Goulet at [thesourcemag@cagc.ca](mailto:thesourcemag@cagc.ca).  
Large files can be uploaded to an FTP site. Contact Barbara Goulet for uploading details at [barbara@squarecircledesign.ca](mailto:barbara@squarecircledesign.ca) or **403.835.8095**.

## Proofing

Advertisers are responsible for proofing their own artwork before submitting.

## Additional Information

The CAGC reserves the right to refuse any ad content.  
Ad space may not be sublet by the advertiser without the expressed written consent of the CAGC. Permission must be requested in writing to the CAGC at least one month prior to the advertisement submission date.  
The layout and design of advertisements should be entirely different from the publication's normal layout and design. Our Publisher will monitor compliance and will provide ample time to recommend necessary changes prior to publication.



**Advertising Inquiries**

**CAGC**  
6806 Railway Street SE  
Calgary, Alberta  
T2H 3A8

**Contact:**  
Mike Doyle, President  
Tashia Olmstead, Executive Assistant

**Phone:** 403.265.0045  
**Email:** [thesourcemag@cagc.ca](mailto:thesourcemag@cagc.ca)

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