

## Advertising Policy

### Guidelines for Advertising in The *Keystone Professional*

Advertising will generally be limited to products and services of technical or professional interest to members of the Association. They are expected to include:

- Engineering, geological, or geophysical services
- Educational products and services supporting continuing professional education and development
- Financial and insurance services endorsed by CCPE
- Financial services and retirement planning
- Legal and contractual advisory services
- Business and personnel management services
- Employment opportunities
- Professional appointment notices

These guidelines are similar to those used by other associations in Canada.

The Association reserves the right to refuse any advertisement. It is expected that the Communications Committee will assign the duty of responding to queries from potential advertisers to one individual until the volume of work can be established. It is not intended that an Association staff position will be required. The amount of advertising will be limited to a maximum of 25% of the publication. It is expected that advertisements be provided camera ready.

The production process for The *Keystone Professional* is not expected to change as a result of including advertising. That is, articles are usually prepared by the Communications Committee, or members of other committees, regarding Association or engineering related activities.

Rates are set as follows:

Single Page	\$1,000
Outside Back	\$1,500
Inside Back	\$1,250
½ Page	\$ 500
1/4 Page	\$ 250
Business Card	\$ 100

All rates quoted are subject to GST.

Please note, these rates are subject to review and may change.

The publication is produced using full-colour process (CMYK). Advertisers have the option to submit full-colour or black & white advertisements.

The maximum number of times an ad can run on the full-page back, or inside back cover is two consecutive issues.

Advertisers will be invoiced after release to public. Payment is due upon receipt of invoice.

### Circulation Statistics - As of January 2007

Average total distribution: 6,238. Registered APEGM Members: 4,404 Members-In-Training: 761 University Students: 754 Others: 319.

Recipients by Discipline:	Geographical Distribution:
Electrical & Computer: 23.1%	Maritimes: 0.3%
Geology, Geosciences, Metallurgical, Mining & Mineral: 9.0%	Quebec: 1.1%
Civil & Structural: 32.5%	Ontario: 7.3%
Mechanical & Industrial: 28.1%	Manitoba: 75%
Agricultural, Bio-Research, Bio-Systems: 4.4%	Saskatchewan: 2.4%
Other Disciplines: 3.0%	Alberta: 6.0%
	British Columbia: 3.6%
	Yukon, NWT & Nunavut: 0.2%
	United States: 3.4%
	Foreign: 0.9%

Forward Material & Questions to:

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