

# Collision

## QUARTERLY

The Voice of Canada's Collision Repair Associations



## 2022 Media Kit

ADVERTISING RATES • EDITORIAL CALENDAR

[automotiveretailer.ca](http://automotiveretailer.ca) • [collisionquarterly.ca](http://collisionquarterly.ca)

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# Collision QUARTERLY

## Why ARP?

Automotive Retailers Publishing Co. Ltd. (ARP) is owned by the Automotive Retailers Association of British Columbia. Our history dates back to the late 1940s, and we partner with the sister associations across Canada.

Selling advertising for profit is not ARP's primary focus. Instead, we provide editorial content that reflects current demands of the collision repair industry and serve as a communication tool for Canada's collision repair industry and its associations.

Your advertising dollars help pay for it, so by advertising with us, you are supporting the industry your customers are part of. It does not go unnoticed.

Furthermore, much of the content in *Collision Quarterly* magazine comes from the provincial and national trade associations and partnering industry experts. That means the content is relevant, which means it is more widely read. We serve the advancement of the collision repair industry.

That is the ARP difference!

## Print Circulation

### Qualified Circulation

Autobody repair, including independent, dealership and franchised facilities	4,905
Auto glass installers	982
Suppliers, jobbers, wholesale and retail	544
Manufacturers outside Western Canada	353
Auto recycling & dismantlers	505
Towing only	719

### Non-Qualified Circulation

Non-automotive, including government, schools and insurance companies	167
Miscellaneous & office copies	150

### Total Circulation **8,325**

Pass-on readership (3 qualified readers per copy)	24,975
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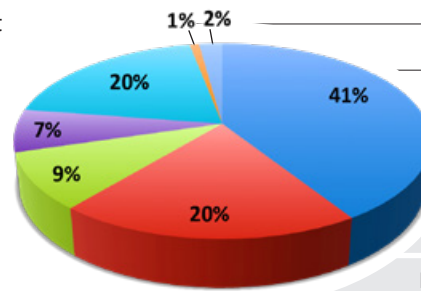
### Geographical Breakdown

British Columbia & Yukon	3,413
Alberta & NWT	1,665
Saskatchewan	778
Manitoba	591
Ontario	1,629
Maritimes	72

U.S. & International	177
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<b>Total Geographical</b>	<b>8,325</b>
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<b>Digital Edition Subscribers</b>	<b>10,358</b>
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# 2022 Editorial Calendar

Issue	Editorial Features & Highlights	Ad Closing	Material Due	Publish Date
<b>Spring 2022</b> <i>Vol. 26 • Issue 4</i>	<ul style="list-style-type: none"> <li>• New Trends and Innovations</li> <li>• Repair Equipment Tech and Tips</li> </ul> <p>★ <b>Bonus Circulation:</b>  <i>Spring CCIF - TBD</i></p>	February 4, 2022	February 11, 2022	March 25, 2022
<b>Summer 2022</b> <i>Vol. 27 • Issue 1</i>	<ul style="list-style-type: none"> <li>• Employee Attraction and Retention</li> <li>• Training and Education</li> <li>• Health and Safety</li> </ul> <p>★ <b>Bonus Circulation:</b>  <i>Summer CCIF - TBD</i></p>	April 22, 2022	April 29, 2022	June 3, 2022
<b>Fall 2022</b> <i>Vol. 27 • Issue 2</i>	<ul style="list-style-type: none"> <li>• Business and Profit Management</li> <li>• Marketing and Communication Strategies</li> </ul> <p>★ <b>Bonus Circulation:</b>  <i>SEMA - November 1-4, 2022</i></p>	July 27, 2022	August 4, 2022	September 7, 2022
<b>Winter 2022</b> <i>Vol. 27 • Issue 3</i>	<ul style="list-style-type: none"> <li>• Planning for the Future</li> <li>• Investing in Your Business</li> </ul> <p>★ <b>Bonus Circulation:</b>  <i>CCIF Toronto, ON - TBD</i></p>	November 4, 2022	November 11, 2022	December 9, 2022



**Regular Departments** • Features • Perspectives • Technology • Regional • Industry Events

**Regular Features** • Regional & Association News • Industry News • Professional Profiles • Technical Tips • Business Management • Human Resources • Health & Safety • Perspectives • Technology • Events • New Products

*\* Editorial Calendar subject to change. \* Publish date is the date the magazine is delivered to the Post Office. Street delivery can take up to 3 weeks.*

*\* Due to the uncertain situation with COVID-19, trade show distribution is not guaranteed.*

## Frequency

*Collision Quarterly* is published quarterly – four times a year.

## 2022 Ad Sizes

(inches - width x depth)

Full Page	Bleed:	8 $\frac{3}{8}$ x 11 $\frac{1}{8}$	8.375 x 11.125
	Trim:	8 $\frac{1}{8}$ x 10 $\frac{7}{8}$	8.125 x 10.875
	Live:	7 $\frac{1}{4}$ x 9 $\frac{1}{2}$	7.25 x 9.5
Double Page Spread	Bleed:	16 $\frac{1}{2}$ x 11 $\frac{1}{8}$	16.5 x 11.125
	Trim:	16 $\frac{1}{4}$ x 10 $\frac{7}{8}$	16.25 x 10.875
	Live:	15 $\frac{1}{4}$ x 9 $\frac{1}{2}$	15.25 x 9.5
$\frac{2}{3}$ Page		4 $\frac{3}{4}$ x 10	4.75 x 10
$\frac{1}{2}$ Page Horizontal		7 $\frac{1}{4}$ x 5	7.25 x 5
$\frac{1}{2}$ Page Island		4 $\frac{3}{4}$ x 7 $\frac{1}{2}$	4.75 x 7.5
$\frac{1}{3}$ Page Square		4 $\frac{3}{4}$ x 5	4.75 x 5
$\frac{1}{3}$ Page Vertical		2 $\frac{1}{4}$ x 10	2.25 x 10
$\frac{1}{4}$ Page		3 $\frac{1}{2}$ x 5	3.5 x 5
$\frac{1}{6}$ Page Vertical		2 $\frac{1}{4}$ x 5	2.25 x 5
$\frac{1}{6}$ Page Horizontal		4 $\frac{3}{4}$ x 2 $\frac{3}{8}$	4.75 x 2.375
Single Classified		2 $\frac{1}{4}$ x 1 $\frac{1}{2}$	2.25 x 1.5
Double Classified		2 $\frac{1}{4}$ x 3 $\frac{1}{4}$	2.25 x 3.25

## Print Requirements

### Preferred positions

Guaranteed position: 10% extra

Inside cover: 15% extra

Outside cover: 25% extra

### Agency commission & terms

15% commission to advertising agencies only.

Accounts payable at office of publication in Canadian funds.

### Special services

#### Inserts, blow-in cards, stitch-in and enveloped:

For more information contact Carol McNeil-Gardner.

tel 613-439-8990 • advertising@ara.bc.ca

### Material specifications

#### Printing process:

Litho'd four-colour process, 70lb. gloss, saddle stitched and trimmed to 8.125" x 10.875".

#### File formats accepted:

- Press ready PDF files. High resolution images (300 dpi). Fonts embedded.
- EPS and AI files (with outlined fonts).
- Additional charges will apply if the material does not meet these specifications. The advertiser is responsible for the accuracy of the information.
- We will design ads on request, additional charges will apply.

#### Colour:

No RGB, no Pantone or spot colours, please convert to CMYK.

### Changes and cancellations

Material changes and cancellations not accepted after closing dates.

### Email and file upload

**Email:** araproduction@ara.bc.ca to send material less than 10MB.

**Upload:** large files (over 10MB) via WeTransfer: [wetransfer.com](http://wetransfer.com)

### Shipping ad material

#### Automotive Retailers Publishing

Unit #1-8980 Fraserwood Court, Burnaby, B.C. Canada V5J 5H7

tel 613-439-8990 • advertising@ara.bc.ca

### Shipping space orders and supplied inserts

#### For more information contact:

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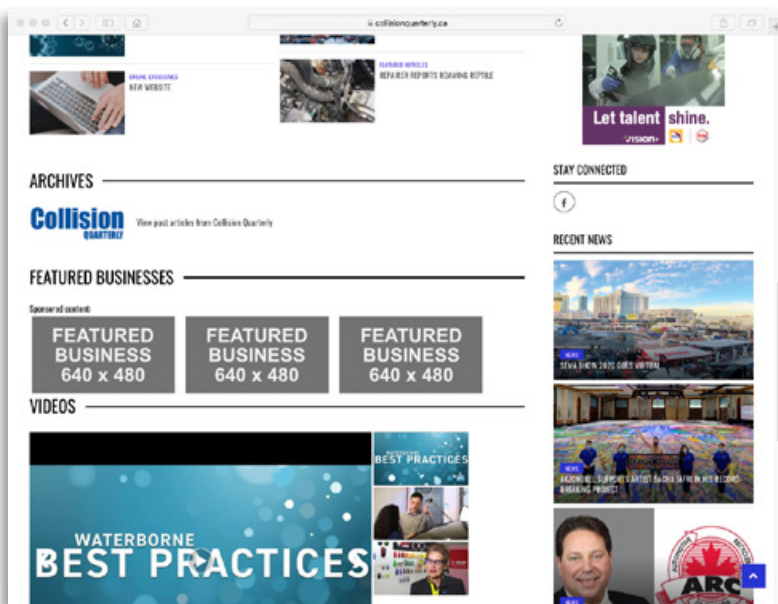
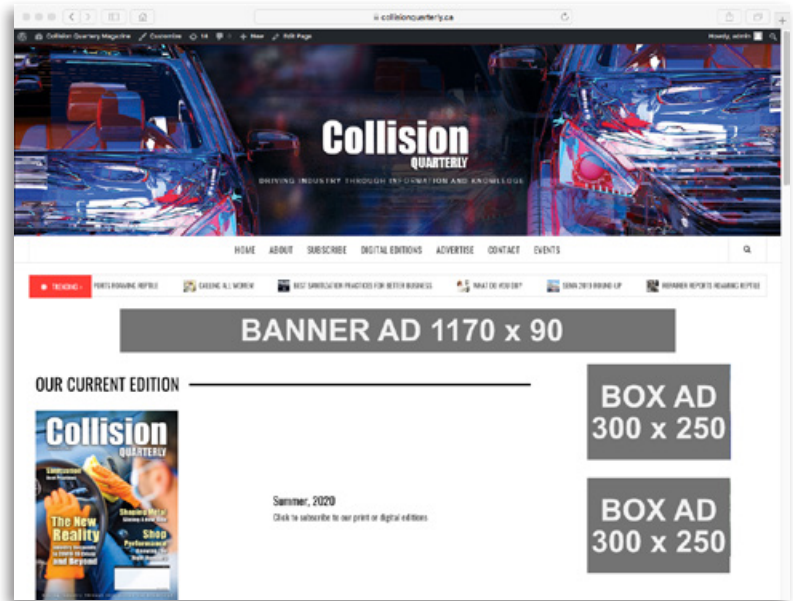
Collision Quarterly launched a brand-new website, [collisionquarterly.ca](http://collisionquarterly.ca), in the spring of 2020. As well, we introduced a new e-newsletter and have steadily grown our social media audience. Our advertising partners are part of the team, contributing content and taking advantage of several new advertising opportunities our digital platforms have created:

### Home Page – Primary Ad Placements

Our Home page features three different ad placement opportunities, two of which are considered the primary locations, as shown to the right.

**Banner Ad** – the most coveted placement, directly below the menu and post ticker, exclusive to one advertiser. The dimensions are 1170px X 90px and can be JPG, PNG, GIF, animated GIF formats. The image will be linked to the URL of the advertiser’s choice.

**Box Ad** – these ads are stacked vertically in the right column of the Home page, adjacent to the page content. A limit of five (5) Box Ad placements are available. The dimensions are 300px X 250px and can be JPG, PNG, GIF, animated GIF formats. They will be linked to the URL of the advertiser’s choice. Box Ads of the same specifications can be placed in our e-newsletter (see next page).

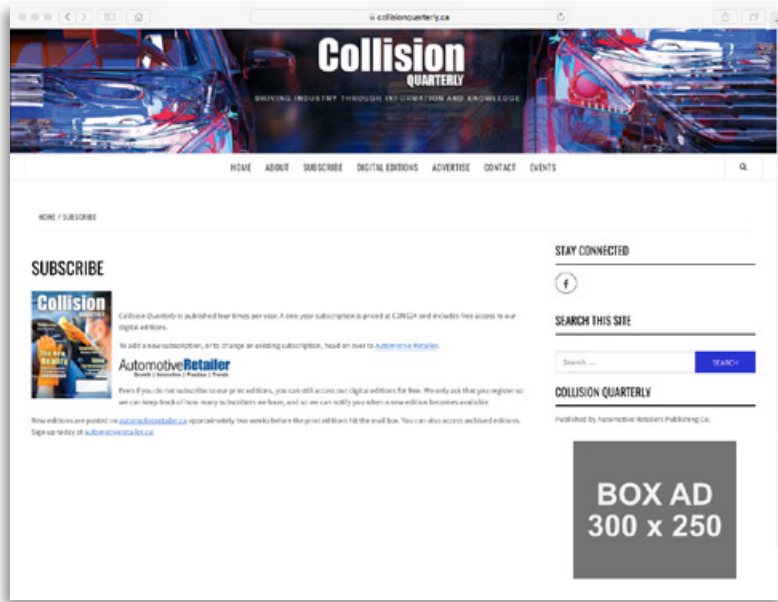


### Home Page – Featured Businesses

A little lower down on the Home page is where we display a carousel of “Featured Businesses”. The images in the carousel are the advertiser’s logo, and when clicked, the viewer is sent to a page dedicated to the advertiser. The content of the Featured Business page is supplied by the advertiser and can include text, images, video embeds, or what-have-you? It can be updated with fresh content as desired. The logo image should be 640px X 480px. A limit of five (5) Featured Businesses placements are available.

## Industry News / New Products

Below the Box Ads on the Home page is a section with the heading, “Recent News” (see above). These include press releases and new product announcements. The three most recent posts of this type are displayed on the Home page, with older releases available in the archives. The content of these posts can be text, images, video embeds, or what-have-you?



## Secondary Page Box Ads

Box Ads can be placed on some of our sub-pages as well, or instead of on the Home page.

## E-Newsletter

Our e-newsletter is published ten times per year (to announce each new issue of *Collision Quarterly* and *Tow Canada* magazine) and distributed to our subscribers by email. Box Ad placements, with the same specifications as above, are available. As well, there is a spot for a video to be embedded, and one of the columns is dedicated to an Industry News or New Product item. The latter will be an image and a snippet of text, with a “Read more” link that takes readers to the full post on the website (see “Industry News / New Products” above).



## Social Media

*Collision Quarterly's* Facebook page has a growing number of followers and engagements, and a strategic plan to see these numbers grow. Our team will work with you to create posts derived from your content (marked as sponsored content if advertorial) and share posts from your social media accounts.