



PUBLICATION SPECS

ABOUT THE MAGAZINE EDITOR

The Institute is a college center for technology transfer in graphic communications and printability associated with Collège Ahuntsic. It supports businesses through innovation, research and training while supporting college education.

CONTACT INFORMATION

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PRICING

Qi magazine is free for industry professionals.

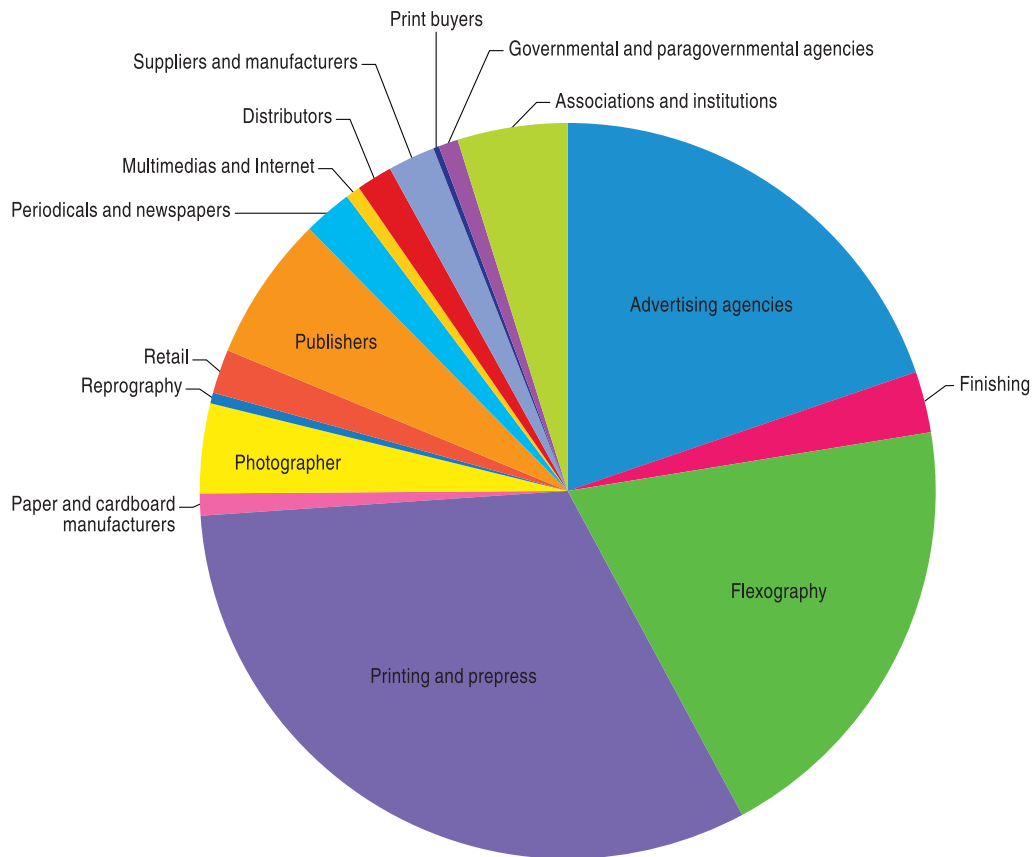
DISTRIBUTION

- Qi – Québec imprimerie is the official magazine of the Gutenberg.
- The magazine is published once a year in paper version: 4,000 copies are printed and distributed.
- Qi is also resinnisible for the digital distribution to its 6,000 subscribers free of charge via its bimonthly newsletter.

READERSHIP

The magazine addresses all those involved in the graphic design chain, as well as print buyers who want to stay abreast of the latest innovations that will help create their prints better.

- Website: → 5,000 unique visitors per month.
→ On average, 3 page views per visit.
→ Net banner cost: \$350/month.



VISIBILITY

- **Advertising**
All formats available to promote your products and services.
- **Advertorial**
To complete and reinforce your sales strategy.
- **Website**
Qi's website adds additional visibility with a banner ad.

ADVERTISING RATES

MAGAZINE

 Page 8,25 x 11 in Bleed 0,125 in	2 500\$	IFC 8,25 x 11 in Bleed 0,125 in	3 600\$
 1/2 page – horizontal 7,125 x 4,6875 in	1 950\$	IBC 8,25 x 11 in Bleed 0,125 in	3 120\$
 1/2 page – vertical 3,385 x 10 in	1 950\$	OBC 8,25 x 11 in Bleed 0,125 in	3 760\$
 1/3 page – horizontal 7,125 x 3,125 in	1 400\$	Double page 16,5 x 11 in Margin 0,125 in	5 440\$
 1/3 page – vertical 2,25 x 10 in	1 400\$	Double page – spread 16,5 x 11 in Margin 0,125 in	6 400\$
 1/4 page – horizontal 7,125 x 2,3125 in	1 025\$	Business card 3,385 x 2,3125 in	280\$
 1/4 page – vertical 3,385 x 4,6875 in	1 025\$	*Guaranteed position	Additional 15%

WEBSITE

Big box 250 x 300 px	350\$
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TECHNICAL SPECIFICATIONS

Magazine dimensions	8,25 x 11 in
Digital file to provide	High resolution PDF, InDesign file (in the latter case, with a position PDF). All fonts included in the file.
Image format	EPS or TIFF, 300 dpi (CMYK)
Proof	A virtual quality color proof. In the absence of such a proof, the publisher declines all liability in the event of a published error. The color reproduction quality cannot be guaranteed if the proofs provided or the digital files received do not meet the publisher's technical specifications.

CONDITIONS OF SALE

- Before an advertisement is published, conditions must be agreed upon and a contract signed both by the advertiser and the publisher.
- The advertiser or its representative is responsible for all of their advertisement production costs.
- Changes made after delivery of the advertising material can entail further costs.
- The publisher reserves the right to refuse any advertisement that would be contrary to professional publishing standards of the technical quality or which does not meet the specified requirements. Such refusal will not give rise to any compensation and the publishers will not be held responsible in such case.
- Cancellation notice: 12 weeks before date of publication

FILE TRANSMISSION

By email: helene.pageau@i-ci.ca

You will receive an email confirmation.

NEWSLETTER

Qi is the magazine for graphic arts professionals and your voice in Quebec. It is intended for everyone in the graphic arts industry, as well as for print buyers.

Send us your news, Qi takes care of the distribution to its 6,000 subscribers for free.

- Do you want to share your news, your innovations, your installations or your acquisitions?
- Do you want to inform people about the services offered by your association?
- Do you want to know the dates of upcoming major events?
- Do you want to know about the latest trends?
- Do you want to be informed about the latest industry gossip?

*We only publish news and events related to our industry. For advertisements from industry suppliers and for the sale of equipment or consumables, rates apply.

*We do not publish job offers.