



CINDE CANADA'S NATIONAL NDT MAGAZINE **JOURNAL**

CANADIAN INSTITUTE FOR NDE

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Readers across Canada and around the World

Through educational courses, qualification and certification testing, standards development, and other member services such as conferences, chapter events, continuing education and professional development programs and research support, the Canadian Institute for NDE promotes and participates in the development and application of nondestructive testing in Canada and around the world.

Working with our membership of almost 2000 NDT practitioners to build and keep the NDT community educated, certified and informed creates your advertising opportunity to introduce your company's products, services and information to a significant target market.

Sample Covers



- FEATURING:**
- Standard Compliance - NDE performance demonstration / inspection qualification in the CANDU industry
 - A Bridge to Safety - Inspection plays a key role in civil transportation infrastructure
 - The ABC's of NDT - Liquid Penetrant Testing
 - NDT Training and Certification - Editorial Overview
 - Call for Papers - CANSA/ASNT 2011 Workshop - NDT in Canada 2011 Conference

For more information, please contact the Journal Managing Editor at info@cinde.ca

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Journal 2012

Call for Papers - Digital NDT

Vol. 33

** Paper Review*

*** Layout*

Issue No.

Deadline

Deadline

1 - Jan/Feb

Nov 30, 2011

Dec 1, 2011

2 - Mar/Apr

Dec 1, 2011

Jan 15, 2012

3 - May/June

Feb 1, 2012

Mar 15, 2012

4 - July/Aug

Apr 1, 2012

May 15, 2012

5 - Sept/Oct

Jun 1, 2012

Jul 15, 2012

6 - Nov/Dec

Aug 1, 2012

Sep 15, 2012

*** Research papers and Technical articles may need more time for peer review.**

**** Please submit ad insertion orders before the Layout deadline.**



Journal Circulation Distribution

| <u>Region</u> | <u>% of total distribution</u> |
|--------------------|--------------------------------|
| Atlantic provinces | 6 |
| Quebec | 6 |
| Ontario | 52 |
| Manitoba | 1 |
| Saskatchewan | 2 |
| Alberta | 23 |
| British Columbia | 5 |
| International | 5 |

The CINDE Journal has a total circulation of approximately 2100 copies per issue sent to our Members, other technical organizations and International agencies.



Advertising Rates for Journal and/or Course Catalogue

Place any 2 ads in the Journal **AND** our Course Catalogue Supplier Guide to receive a 15% discount off the total order price.

*To advertise in just the Course Catalogue Supplier Guide use the pricing for 1 issue.

| Number of Issues | Business card | 1/4 page | | 1/2 page | | Full Page |
|-------------------------------|---------------|----------|--------|----------|--------|-----------|
| | | B&W | Colour | B&W | Colour | Colour |
| 1* | \$200 | \$500 | \$750 | \$700 | \$1000 | \$1600 |
| 3 | \$175 | \$450 | \$650 | \$600 | \$900 | \$1300 |
| 6 | \$125 | \$350 | \$500 | \$450 | \$750 | \$1000 |
| ... plus applicable taxes ... | | | | | | |

Placement Premiums:

Preferred placements require an insertion order for 6 issues.

Inside back cover, Inside Front Cover and 1st page: \$300 / issue for 6 issues

Outside back cover, Center fold right or left: \$400 / issue for 6 issues

Brochure or Flyer Ad inserts can be mailed with the CINDE Journal
Contact info@cinde.ca for more information.

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Promotions & Discounts

Learn how to maximize your advertising \$\$ when you



Save 25% Bundle up and Save!

15% Discount for Journal + Training Catalogue Ads

- Place any 2 ads in the Journal **AND** the training course catalogue Supplier Guide to receive a 15% discount off the total order price.
- To advertise in just the Course Catalogue Supplier Guide use the pricing for 1 issue of the Journal.

Ad Agency Discount

Qualified advertising agencies receive a 15% discount on gross amounts if the payment is received *within 30 days* of invoice date.

Payment

- Invoices are sent within 30 days of publication.
- A tear-sheet from that issue will be included, except for Business Card advertisements.
- The CINDE Journal reserves the right to invoice directly to the advertiser for any outstanding balance.
- Rates are in \$CDN and will be invoiced at the contracted rate.

Cancellation Policy

Advertisers will be charged 95% of ad fees for cancellations made within 3 weeks of the content layout deadline.



Journal Ad Measurements

| <u>Size</u> | <u>Width</u> | <u>Depth</u> |
|---------------------|--------------|--------------|
| Full page | 7 1/2" | 10" |
| 1/2 page vertical | 3 3/8" | 10" |
| 1/2 page horizontal | 7" | 5" |
| 1/2 page island | 4 3/4" | 7 3/8" |
| 1/4 page | 3 3/8" | 4 7/8" |
| Business Card | 3 1/2" | 2" |

Printer Requirements

If typesetting is required, copy must accompany the insertion order.

NOTE: Typesetting and production costs will be charged at printer's cost (Minimum charge: \$50.00)

Computer-generated artwork must be supplied as a tif, jpg, eps or pdf file.

Graphics and picture resolution: 300 dpi or greater.

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Journal Subscriptions

All members of the Canadian Institute of NDE receive the Journal as a *free* member benefit.

Apply for membership at <http://www.cinde.ca/membership.shtml>

Individual subscriptions to the CINDE Journal may also be ordered:

Non-member subscription rates:

| | | |
|---------------------|-------|--------|
| Canada | \$CDN | 90.00 |
| USA. | \$CDN | 120.00 |
| International | \$CDN | 145.00 |

plus applicable taxes.

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Author Guidelines

(for Technical Papers submitted to the CINDE Journal)

As a non-profit, membership-based technical organization, our objectives are:

1. To provide quality education in nondestructive testing throughout Canada and Internationally.
2. To monitor national and International developments in nondestructive testing to maintain an awareness of needs and priorities of Canadian industry.
3. To promote and conduct research leading to the development of new techniques in nondestructive testing.
4. To promote industrial awareness of the benefits of NDT technology.
5. To assist industry in the use of nondestructive testing.
6. To conduct written and practical examinations for the certification of NDT personnel, on behalf of public and private agencies for the purpose of certification of NDT personnel.

Submissions

- **submit by email to: info@cinde.ca or upload at <http://www.cinde.ca/journal/submit.shtml>**
- **must be in English and not exceed 6000 words.**
- **must be submitted in electronic format and accompanied with hard copy mailed to the CINDE National office.**
- **must be accompanied by separate figures, pictures and graphics in their original file format (bmp, tif, jpg, etc. at a resolution of 300 dpi or greater.**
- **must be accompanied by an author(s) biography and recent photograph (head & shoulders)**

All submissions are peer reviewed and may require changes before final acceptance.

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Journal Feedback

We are Canada's NDT magazine and pride ourselves on bringing new knowledge and information to our readers.

Your feedback will us keep our readers informed of current events and updates to our NDT profession in Canada and around the world.

Please forward your papers, articles and ideas to info@cinde.ca

Advertising Policy

The Editor and Publisher reserve the right to exercise editorial discretion and prerogative to accept or reject any Journal content.

Advertiser Liability

Advertisers are liable for all content, including text, illustrations and representations of the ads printed, and shall assume liability for any claims against the Editor and Publisher as a result of their content.

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