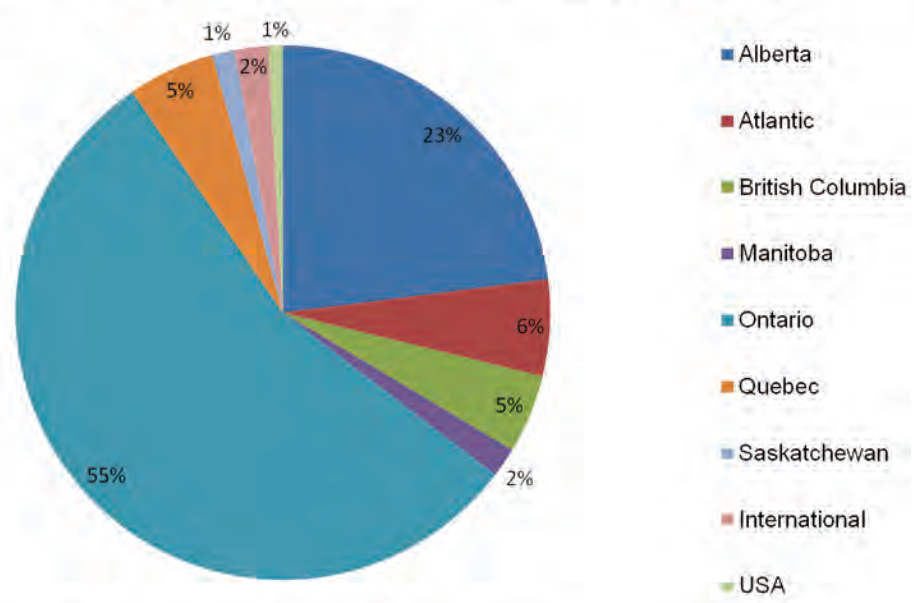


# 2025 Media Kit & Editorial Calendar




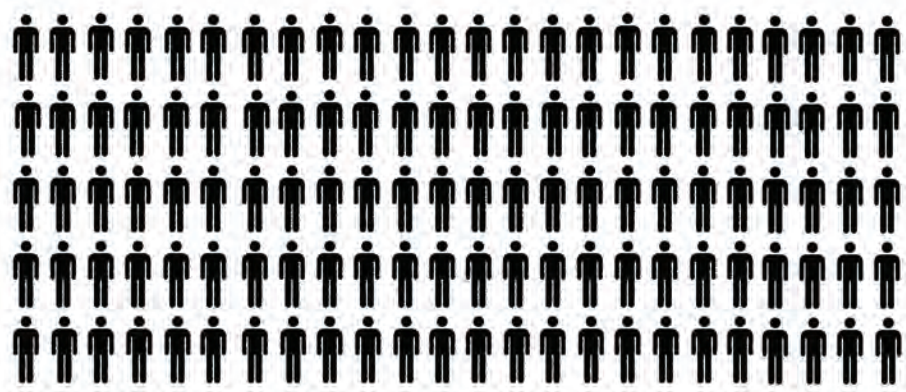
# Distribution and Statistics

The **CINDE Journal** has a total circulation of **over 2000** copies per issue sent to our members, other technical organizations, and international agencies.



Your company can have over  
**12,000 ad views/year**  
from individuals *directly* related to NDT.

 = 100



# Advertisement Pricing and Special Promotions

# of issues			¼ page				½ page				Full page	
	Business card		B&W		Colour		B&W		Colour		Colour	
	NM	M	NM	M	NM	M	NM	M	NM	M	NM	M
1	Unavailable		\$1000	\$600	\$1250	\$900	\$1200	\$825	\$1500	\$1150	\$2200	\$1750
2	Unavailable		\$800	\$550	\$1000	\$775	\$1000	\$700	\$1300	\$1000	\$1750	\$1450
4	\$275	\$200	\$900	\$450	\$900	\$600	\$900	\$650	\$1175	\$900	\$1425	\$1100

...plus applicable taxes .. prices quoted are per month

NM = non-member M = Member

## It's better to be a member:

CINDE Corporate/Small Business members SAVE on advertising rates as noted above.

## Placement Premiums:

Preferred placements require an insertion order for 4 issues.

Inside back cover, inside front cover and 1<sup>st</sup> page: \$300/issue for 4 issues.

Outside Back cover, centre fold right or left: \$400/issue for 4 issues

## 2025 Advertising and Contribution Deadlines

Issue	Paper/Article	Ad Deadline
1 – Jan/Feb/Mar	October 1	December 10
2 – Apr/May/June	January 1	February 15
3 – July/Aug/Sept	April 1	May 15
4 – Oct/Nov/Dec	July 1	August 15

\*Research papers and technical articles may need more time for peer review

\*\*Please submit ad insertion orders before the advertisement date

## Author guidelines

-Submit articles via CINDE website ([www.cinde.ca/Journal](http://www.cinde.ca/Journal)) or email [g.tubrett@cine.ca](mailto:g.tubrett@cine.ca)

-Submissions must not exceed 3000 words

-Submissions must be accompanied with figures, pictures and graphics in their original file format at a resolution of 300 dpi or great (high resolution).

-Must be accompanied by author biography (maximum 125 words) and photograph (shoulders up)

All submissions are peer reviewed and may require changes before final acceptance. Articles containing commercial elements must remove references to products/services.

## CINDE Website Advertising

	Non-Member	Corporate/Small Business Member	Corporate/Small Business Member + *Journal Advertiser
<b>4 Months</b>	\$300/month	\$250/month	<b>\$200/month</b>
<b>8 Months</b>	\$250/month	\$200/month	<b>\$150/month</b>
<b>12 Months</b>	\$175/month	\$125/month	<b>\$85/month</b>

**Special introductory offer:** \$65/month for 12 months.

Improve your brand and reach the NDT community through online advertising on [www.cinde.ca](http://www.cinde.ca)! CINDE is highly ranked on Google search and receives over 120,000 page views *per month*.

- Members who commit to 12 months **save \$480 per year**
- Members who commit to 12 months and who currently advertise in the CINDE Journal **save \$1080 per year** (*more than 2x the price of a corporate membership or 5x the cost of a small business membership!*)

Pages available for ad placement:

[CINDE Member Login](#)

[Career Zone \(Job posting page\)](#)

[Industry/Product News](#)

Ad size:

Regular: 234x60 pixels (half banner)

**Premium ad option:** (240x400 (vertical rectangle) + \$75/month

Format: .jpg format

**Limited opportunities available.**

### Questions?

Please contact Glenn Tubrett ([g.tubrett@cinde.ca](mailto:g.tubrett@cinde.ca)) for more details.

**Note:** CINDE reserves the right to refuse advertisements or requests for advertising on its website. This opportunity is available to service companies, manufacturing companies, and owner-end users only to provide products/services that are not training related.

\*Advertiser must be committed to at least 2 issues of the CINDE Journal.

\*All ads must be supplied print-ready, in CMYK format, and at the size specification indicated

\*\*Bleeds

Trim Size 8 1/2" x 11" plus an extra 1/16" on all 4 sides



Full Page  
7" x 10"  
(no bleed)



2/3 Page  
4 3/4" x 10"



1/2 Page Vertical  
3 3/8" x 10"



1/2 Page Horizontal  
7" x 5"



1/2 Page Island  
4 3/4" x 7 3/8"



1/4 Page  
3 3/8" x 4 7/8"



Business Card  
2 1/4" x 4 7/8"

## Contract

Company: \_\_\_\_\_  
Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_  
Email: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Amount: \_\_\_\_\_  
Ad Size/# of Insertions: \_\_\_\_\_  
Billing Instructions/P.O. #: \_\_\_\_\_  
Insertion Instructions: \_\_\_\_\_

Print Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Thank you for your insertion order for the CINDE Journal! Please email this form to [d.luey@cinde.ca](mailto:d.luey@cinde.ca)