



**Ecology
Action
Centre**

***Our readers are
environmentally
active, concerned
and engaged...***



vol. 26:2 summer 2008

BETWEEN THE
issues

BETWEEN THE COVERS:
Greening Buildings
A Letter From the Beach



an ecology action centre publication

www.ecologyaction.ca

PM 4005 0204

The Ecology Action Centre (EAC) is Nova Scotia's most recognized, independent, community environmental organization. Established in 1971, 37 years later, we continue to educate and inform the public, catalyze local and government action, and propose and implement research-based solutions for the long-term well being of Nova Scotia's citizens and environment.

The EAC publishes *Between the Issues* (BTI) three times a year, to communicate with membership and the general public. Our focus is informing readers about exciting environmental initiatives both at the EAC, in the Atlantic Provinces, nationally and internationally.

Each issue of BTI features an eco-advice and consumer choice column, informing readers of actions they can take, or products and services they can obtain to help protect both environmental and human health.

Our readers are environmentally active, concerned and engaged. They support products and services that promote a healthy and natural environment. BTI readers are students, teachers, professionals, members of the EAC, business owners, government employees and representatives, members of advocacy organizations and engaged citizens.

BTI has a circulation of over 1500 subscribers and an additional 3500 copies are distributed by EAC staff and volunteers at public meetings, school presentations, workshops as well as to bookstores, cafes, offices, schools and libraries in HRM and around the province.

All advertisers receive copies of BTI, an ideal publication for advertisers who want to reach environmentally conscious, active readers. Our advertisers include: locally owned small businesses, landscape companies, "Green" businesses, natural food stores, restaurants and cafes, environmental services, alternative health professionals, educational institutions, development agencies and government departments.





Please contact the EAC for the next deadline for advertising submissions. We publish *BTI* once every four months.

To advertise in *BTI*, please contact advertising@ecologyaction.ca.

***BTI* is printed on Chorus Art paper, 15% post consumer, 50% recycled, elemental chlorine free.**

OUR RATES:

 <p>BACK COVER</p> <p>7.5" wide x 10" high</p>	 <p>INSIDE FRONT COVER</p> <p>7.5" wide x 10" high</p>	 <p>INSIDE BACK COVER</p> <p>7.5" wide x 10" high</p>	 <p>HALF PAGE</p> <p>7.5" wide x 5" high</p>
<p>1 x = \$1200 2 x = \$1100 3 x = \$1000</p>	<p>1 x = \$1000 2 x = \$900 3 x = \$800</p>	<p>1 x = \$900 2 x = \$800 3 x = \$700</p>	<p>1 x = \$450 2 x = \$400 3 x = \$350</p>

 <p>1/4 PAGE</p> <p>3.75" wide x 5" high</p>	 <p>1/6 PAGE</p> <p>3.75" wide x 3.3125" high</p>	 <p>1/8 PAGE</p> <p>1.875" wide x 5" high</p>	 <p>Business Card</p> <p>3.5" wide x 2" high</p>
<p>1 x = \$225 2 x = \$200 3 x = \$175</p>	<p>1 x = \$160 2 x = \$150 3 x = \$140</p>	<p>1 x = \$100 2 x = \$100 3 x = \$100</p>	<p>1 x = \$100 2 x = \$100 3 x = \$100</p>

Ad Check List:

- All ads **MUST** be a minimum of 300 Pixels Per Inch.
- We accept digital files in EPS, TIFF, PDF or high-res JPG; Microsoft Word is **NOT** acceptable.
- Ads **MUST** conform to the sizes provided. We can resize your ad for a \$30 charge.
- Our graphic designer can design an ad for you for a flat rate of \$60.

advertising@ecologyaction.ca