

The Scrivener

The Full-Colour Magazine of The Society of Notaries Public of BC

Thousands of BC Decision-Makers read *The Scrivener*, quarterly!

The Scrivener reaches the following spheres of influence in British Columbia.

- BC Notaries
- Land Appraisers
- RI(BC) Designates
- Land Surveyors
- Lawyers
- Real Estate Professionals
- Real Estate Boards and Associations
- Accountants
- Provincial/Federal Court Judges
- Registrars
- BC MLAs and MPs
- Life Insurance Brokers and Agents
- Managers of Financial Institutions
- Mayors in BC
- Government Ministries
- Libraries: Public and Private, including the Law Society, Legal Services, and Education Facilities
- Investment Management Agencies
- Chambers of Commerce
- BC Housing
- BC Assessment and BC OnLine
- BC Buildings Corporation
- Age-Friendly Trained Individuals: CPSAs

Theme for the Winter 2011 Issue

→ The Art of Customer Service Excellence

You can be a master of your craft, profession, or trade and have knowledgeable and efficient staff but unless you understand and practise the art of Customer Service Excellence, you and your organization will never achieve your full potential. Read about proven strategies for service success in our next issue.



Michael
Kravetz



Harmon
Virk

The Winter Cover and
in-depth Interview feature
BC Notaries Michael Kravetz
and Harmon Virk.

→ The MiX

This section offers timely articles on myriad interesting topics!

Looking Ahead . . .

Spring 2012: Working Together to Help People Benefit from BC's New Adult Guardianship Legislation
Summer 2012: Fitness!

We invite you to promote *your* products and services to our prequalified audience
of allied professionals in British Columbia.
Each issue is posted online, with the ads!

Please contact Val Wilson.

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See *The Scrivener* online. www.notaries.bc.ca/scrivener

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ADVERTISING RATES for 4-COLOUR ADS* 2011–2012

*Rates are in Canadian funds. Applicable tax will be added.
 Rates and dates may change.*

AD SIZES	AD DIMENSIONS width x height in inches	1 ad in 12 months	2 ads in 12 months	3 or 4 ads in 12 months
		Cost per ad	Cost per ad	Cost per ad
Full Page	Live Area: 7.875 x 10.25 Trim: 8.375 x 10.75 Bleed: 8.75 x 11.125	\$2695.	\$2395.	\$2095.
2/3 Page	Horizontal 7.5 x 7.25 Vertical 4.9375 x 9.75	\$2395.	\$2095.	\$1795.
1/2 Page	Horizontal 7.5 x 4.75 Vertical 3.625 x 9.75 Island 4.9375 x 7.3125	\$2195.	\$1895.	\$1595.
1/3 Page	Vertical 2.3125 x 9.75 Square 4.9375 x 4.75	\$1895.	\$1495.	\$1195.
1/6 Page	Hor. 4.9375 x 2.3125	\$1495.	\$1195.	\$895.
Business Card	Horizontal 3.5 x 2	\$995.	\$795.	\$595.

READERS (Est. readers per issue: 20,000+)

- BC Notaries
- Land Surveyors
- Lawyers
- AIC BC Land Appraisers and RI(BC)s
- Real Estate Professionals
- Accountants
- CPSAs: Age-Friendly Trained
- Banks/Financial Managers
- Judges, MLAs, Government Ministries
- Life Insurance Brokers/Agents
- And more!

CIRCULATION

PRESS RUN: Average 10,000 copies per issue

DELIVERY: Via Canada Post, with individual mailing labels

→ Each issue is posted online, with the ads!

NOTES

1. * For black ink only, please deduct 10%.
2. Special ad placement and cover positions, please add 15%.
3. Cover positions may be available.
4. Inserts are quoted separately.
5. Accredited ad agencies (OR nonprofit organizations) qualify for a 15% discount with an I.O. and camera-ready material.

ISSUES		DEADLINES <i>Advertising</i>		PUBLICATION <i>Approximate Dates</i>	
WINTER	2011	November	10	December	19
SPRING	2012	March	10	April	15
SUMMER	2012	June	10	July	15
FALL	2012	September	10	October	15

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