

The Winston Report

The journal of information access, privacy protection and data governance in Canada

5 great reasons to advertise with us...

1

We are Canada's **foremost quarterly journal** of access, privacy and data governance in Canada. *The Winston Report* is available to CAPAPA members across the country as a benefit of membership, and is also distributed to professionals in sectors beyond the access and privacy community, including law enforcement, law, and education.

We have the **Most Influential Audience** of business readers in the region. Through our selective distribution, your advertising message is guaranteed

2

3

We have the **Broadest Circulation** of any Canadian access and privacy journal in the country.

We are a **Highly Cost-effective** advertising medium that draws a significant measure of readers from both sides of the gender spectrum. Each issue delivers your message to executives, managers, and professionals in private sector organizations, governments and agencies at the local, regional, and federal levels.

4

5

We are a **Leader In Environmentally-friendly Publishing**. Our electronic publication promotes and supports responsible forestry stewardship.

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Why The Winston Report?

Here's why we are Canada's foremost journal of access, privacy protection and data governance:

- * We feature the **MOST INFLUENTIAL ACCESS AND PRIVACY THOUGHT LEADERS** from regions across Canada.
- * We have the **FASTEST-GROWING AUDIENCE** of loyal access, privacy, and data governance readers in Canada.
- * We reach **AUDIENCES IN CRITICAL INDUSTRY SECTORS** including legal, law enforcement, education, health care, energy, banking, insurance, and government.
- * We explore **DATA GOVERNANCE TRENDS AND LEGISLATION** that affect Canadian businesses, organizations, and governments.
- * We have a **CIRCLE OF INFLUENCE** that extends across geographic, political, and socioeconomic boundaries.

We know that reaching the right audience is the most important element of results-oriented advertising. You need your message to be heard by people who will do something about it. People who will purchase your products and services. People with decision-making authority.

With a circulation that reaches professionals in government and private sector organizations from coast to coast to coast, and with 50% of our readers in organizations with 500 or more employees. we offer unparalleled value for your advertising dollar.

Our Selective Distribution ensures we reach key decision makers.

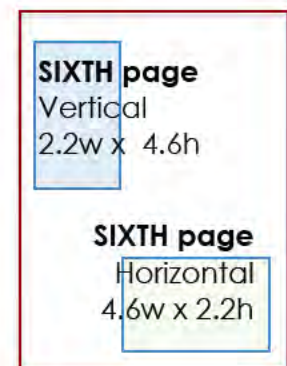
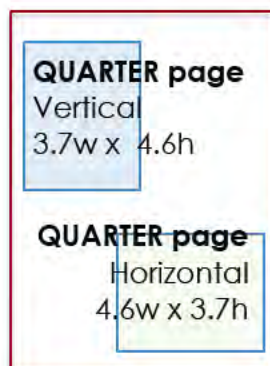
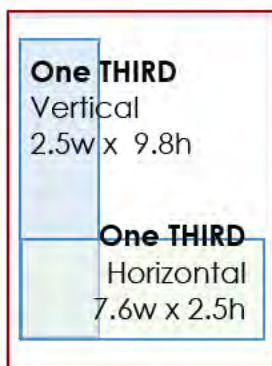
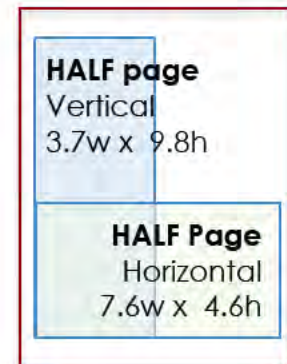
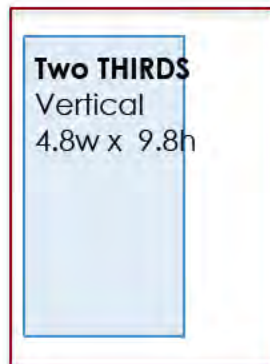
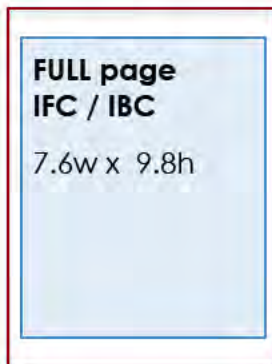
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Rates & Sizes

Type	Size	1X	2X	4X
Full Page	7.6w x 9.8h	\$450.00	\$400.00	\$325.00
2/3 Page	4.8w x 9.8h	\$325.00	\$280.00	\$250.00
1/2 Page Vertical	3.7w x 9.8h	\$275.00	\$250.00	\$200.00
1/2 Page Horizontal	7.6w x 4.6h	\$275.00	\$250.00	\$200.00
1/3 Page Vertical	2.5w x 9.8h	\$225.00	\$200.00	\$170.00
1/3 Page Horizontal	7.6w x 4.8h	\$225.00	\$200.00	\$170.00
¼ Page Vertical	3.7w x 4.6h	\$225.00	\$200.00	\$170.00
¼ Page Horizontal	4.6w x 3.7h	\$225.00	\$200.00	\$170.00
1/6 Page Vertical	2.2w x 4.6 h	\$125.00	\$125.00	\$125.00
1/6 Page Horizontal	4.6w x 2.2 h	\$125.00	\$125.00	\$125.00
IFC/IBC		\$490.00	\$450.00	\$420.00

All measurements are in inches. Please add 1/4 inch bleed on all sides for trim adverts. There should be no text within 1/4 inch of trim size listed above.



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Submitting your Ads

Print Advertising points to remember:

- Preferred file format is Print-Ready PDF (200 dpi) with all fonts embedded.
- Use easily identifiable file names, preferably 8 characters or less.
- If using **Quark, Indesign or Illustrator** please provide all companion imports such as illustrations or photos (saved as EPS or TIFF) and typefaces. Where possible, convert text to outlines.
- All images must be cmyk color. RGB files might not print correctly.

Online Advertising points to remember:

- Maximum file size for submitted ads is 40k.

How to Submit Ads

The Winston Report is produced using the Macintosh platform. Please compress files using .sit or .zip formats.

Via Email

Email a JPG proof of the ad, along with a note indicating: the contact person's name and phone number; the issue for which the ad is booked (Autumn, Winter, Spring, Summer); and whether the file was created on Mac or PC.

Via mail or courier

Label your disk (CD or DVD) with the name of the ad; the company/organization booking the ad; and the contact person's name and phone number. Note the issue for which the ad is booked (Autumn, Winter, Spring, Summer); and, whether the file was created on Mac or PC.

Send your disk, with a print copy of the ad (printed at actual size and in color) to:

The Winston Report
Suite 330, Unit 440
10816 Macleod Trail SE
Calgary AB Canada T2J 5N8

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2011-12 Advertising Dates

Volume/Issue	Booking Deadline	Ad Submission	Publication Date
Vol 5 No1 Autumn 2011	August 11, 2011	August 18, 2011	September 15, 2011
Vol 5 No2 Winter 2011	November 10, 2011	November 17, 2011	December 15, 2011
Vol 5 No 3 Spring 2012	February 9, 2012	February 16, 2012	March 15, 2012
Vol 5 No 4 Summer 2012	May 11, 2012	May 18, 2012	June 15, 2012

2011-12 Editorial Calendar

Volume/Issue	Them	Topics
Vol 5 No1 Autumn 2011	Right to Know Week + Access Issues	Role of media Ethics in Governance
Vol 5 No 2 Winter 2011	Health	eHealth Privacy, Risks and Rewards Special Report: Award & Recognition Programs
Vol 5 No 3 Spring 2012	Education	Cyberawareness Education in Canada Training for the Profession
Vol 5 No 4 Summer 2012	Commerce + Industry	Corporate Governance

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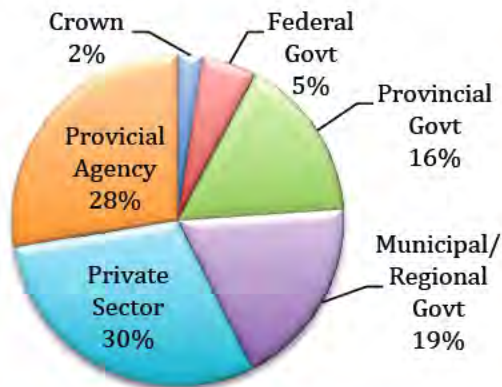
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Expand your Circle of Influence

If your target market includes smart, accomplished professionals with management authority and purchasing power, we deliver...

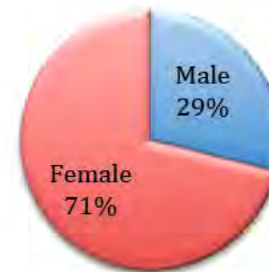
Broad Acceptance

We are not your typical industry publication – and our readers prove it!



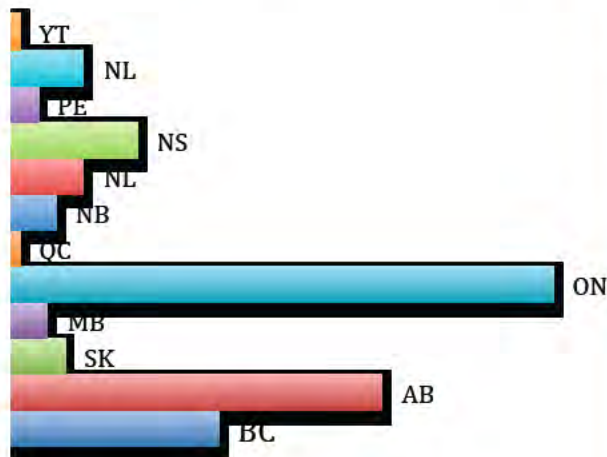
Universal Appeal

We draw a significant measure of readers from both sides of the gender spectrum.



National Reach

Our members are positioned from coast to coast.



Leaders of the Pack

Our readers have the dogged determination to lead their organizations: 58% of these talented women and men hold some sort of management or executive position – and impressive decision-making authority.



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About CAPAPA and The Winston Report

Who We Are

The Winston Report is published four times a year, on a quarterly basis, by AMINA Consulting Corp., Suite 330, Unit 440, 10816 Macleod Trail SE, Calgary Canada T2J 5N8. Annual subscription rates: Canada: \$45; United States \$75; International \$150. *The Winston Report* is distributed free of charge to members of The Canadian Association of Professional Access and Privacy Administrators (CAPAPA) and other interested parties. Opinions expressed are not necessarily those of the Editor, the publisher or CAPAPA.

The Canadian Association of Professional Access and Privacy Administrators (CAPAPA), founded in 2002, is the Canadian not-for-profit center of expertise and excellence in information access and privacy in the public and private sectors. As Canada's voice for privacy and access, CAPAPA represents access, privacy, and data governance professionals across Canada and speaks for its members in private, public, and government organizations across Canada.

Submissions

Direct all advertising and editorial submissions to
Editor, *The Winston Report*,
AMINA Consulting Corp.
Suite 330, Unit 400,
10816 Macleod Trail SE,
Calgary, AB T2J 5N8
email Editor@AMINAcorp.ca

Editorial submissions (meeting the guidelines) from CAPAPA members may receive priority. The Editor reserves the right to edit submissions, whether solicited or otherwise.

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