

# ACUA VITAE

ALBERTA'S UKRAINIAN ARTS AND CULTURE MAGAZINE

## Media Kit

ACUA Vitae is a high quality, full colour, Ukrainian arts and culture magazine celebrating visual, performing, literary, and folk art as well as general Ukrainian culture in Alberta.

Published twice a year by the Alberta Council for the Ukrainian Arts, ACUA Vitae reaches far beyond its Ukrainian community to all Albertans and reflects how Ukrainian art and culture shapes who we are, what we do, and encourages a greater appreciation and awareness of the Ukrainian arts and their cultural significance to the greater Alberta community.

### Why Advertise with ACUA VITAE?

Promote your art, event, cultural organization, business, or corporate brand to the Alberta community. Print advertising is still the number one best medium for advertising.

"Magazines are the most personal of media, creating private and intimate

Advertise with us at [info@acuarts.ca](mailto:info@acuarts.ca) or call us at 780.488.8558.

Community | Culture | Connection  
*building strong community through the arts*

connections with each individual reader. Magazines are invited guests, creating strategic or tactical one-on-one conversations with your customers," says Canada Magazine Association.

Readers of ACUA Vitae love our format, and the fact that the articles are relevant, engaging, and informative.

The quality of our magazine makes it a keeper. It's visually beautiful and people enjoy reading it and sharing it with friends.

### Distribution & Circulation

ACUA Vitae is sent directly to ACUA members, and is available in the Ukrainian community at churches, bilingual schools, the Ukrainian Canadian Congress - Alberta Provincial Council, Ukrainian Cultural Heritage Village, St. Johns Institute, and Orbit.

In 2015, publication of ACUA Vitae was increased to 6000 copies allowing for distribution to a larger audience. It is now available at over 100 locations in Edmonton and area including Delta Art Supplies, The Paint Spot, Duchess Bake Shop, Italian Centre Shops, Carrot Cafe, Winspear Centre, and The Citadel Theatre.

ACUA Regional Representatives distribute copies in their local communities including Jasper, Lethbridge, Bonnyville, St. Paul, Grande Prairie, Calgary, Andres, Two Hills, Vegreville, and Smoky Lake. Issues of ACUA Vitae may also be available at festivals and dance competitions throughout Alberta.

Past and current issues are available online at [www.acuarts.ca](http://www.acuarts.ca)



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## Ad Specifications

ACUA VITAE Magazine accepts only digital ad material.

Digital files must be supplied as:  
EPS, TIF or PDF, 300 dpi, fonts converted to outlines.  
**Word docs will not be accepted.**

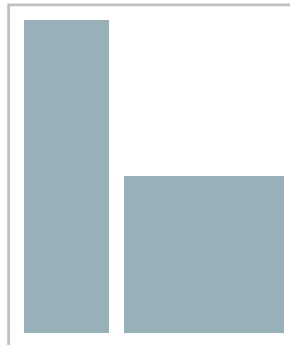
Ensure all colour images are CMYK, 300dpi at 100% of printed size. **All ad rates are based on full colour** - B/W ads may also be submitted but are subject to the same rate.

Ads placed for insertion into ACUA VITAE must conform to mechanical and size requirements and production charges will be applied for material supplied other than specified.  
**Complete design and production services are available.**

Direct advertisement inquiries to ACUA by phone 780.488.8558 or email [info@acuarts.ca](mailto:info@acuarts.ca)

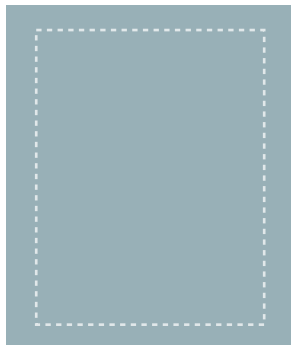


**1/2 Page**  
Size: 7.25 x 4.6  
Cost: \$390



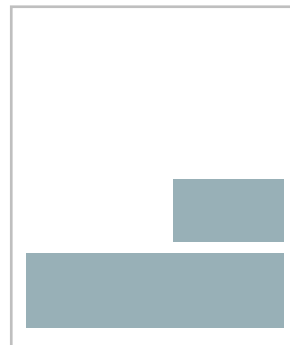
**1/3 Page Vertical**  
Size: 2.3 x 9.5  
Cost: \$300

**1/3 Page Square**  
Size: 4.78 x 4.78  
Cost: \$300



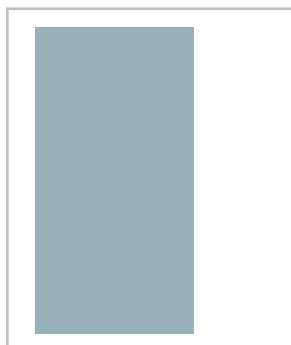
**Full Page Bleed**  
Size: 8.625 x 11.5  
Trim Size: 8.5 x 11  
Cost: \$650

**Full Page No Bleed**  
Size: 7.25 x 9.5  
Cost: \$650

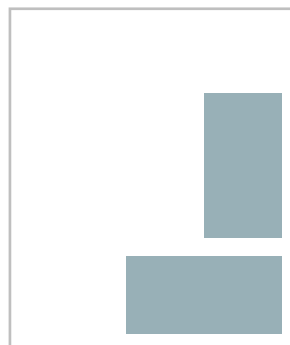


**1/8 Page**  
Size: Business card  
Cost: \$125

**1/4 Page**  
Size: 7.25 x 2.3  
Cost: \$260



**2/3 Page**  
Size: 4.78 x 9.5  
Cost: \$525



**1/6 Page Vertical**  
Size: 2.3 x 4.78  
Cost: \$225

**1/6 Page Horizontal**  
Size: 4.78 x 2.3  
Cost: \$225

## Advertising Contract

Edition: \_\_\_\_\_

Publication date: \_\_\_\_\_

Booking deadline: \_\_\_\_\_

Ad artwork deadline: \_\_\_\_\_

**Please send all artwork to [info@acuarts.ca](mailto:info@acuarts.ca) and cc [acuavitae@acuarts.ca](mailto:acuavitae@acuarts.ca)  
See ad specifications for acceptable file formats, sizes, and pricing**

### ADVERTISER:

Organization: \_\_\_\_\_

Contact: \_\_\_\_\_

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

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Ad size: \_\_\_\_\_ (All ads full colour)

All ad bookings will be invoiced to the advertiser by ACUA. Payment due 30 days following such.

Signed by Advertiser:

\_\_\_\_\_

Signed by ACUA Representative:

\_\_\_\_\_

Date:

\_\_\_\_\_

Date:

\_\_\_\_\_

Thank you for your business and support of ACUA VITAE!