

# Marketing Opportunities with ADR Institute of Canada

The ADR Institute of Canada (ADRIC) is a non-profit organization that provides national leadership in the development and promotion of dispute resolution services in Canada and internationally. In concert with its seven regional affiliates across the country, ADRIC represents and supports professionals who provide dispute resolution services and the individuals and organizations that use those services.

Our membership includes over 2,000 individuals and numerous business and community organizations across Canada. Our standards and programs reflect our commitment to excellence in the field. Further information can be found at [ADRIC.ca](http://ADRIC.ca)

## Advertise in the Canadian Arbitration and Mediation Journal

This prestigious publication with a cross-Canada [Editorial Board](#) of some of the foremost mediators and arbitrators in the country is published in electronic format twice annually: Spring/Summer and Autumn/Winter, in each official language. [View past issues.](#)

In addition to over 2,000 ADRIC members, the Journal is distributed to a continually growing number of individuals, firms, organizations, and libraries. Rates include placement in both English and French editions: (separate or bilingual ads required. There is no discount for running in one language only.)



### RATES

- J1 - Full page: **\$899\***
- J2 - 2/3 page: **\$749\***
- J3 - Half page: **\$569\***
- J4 - Basebar: **\$219\***
- J5 - 1/3 page: **\$509\***
- J6 - 1/4 page: **\$279\***
- J7 - 1/6 page: **\$189\***

Material requirements: Digital only.

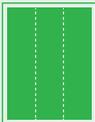
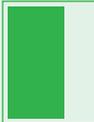
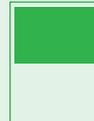
Hi-res PDF format is preferable. TIFF, JPEG, EPS are acceptable.

Please ensure that all photos and logos are of a suitable resolution.

We recommend a minimum of 200 DPI at final image size for photos and 300 dpi for logos.

**Release dates:** June and December.

**Material deadline:** 4 weeks prior to release date.

 <p><b>Full page inside margins</b> 7.5" x 9.6"</p>	 <p><b>Full page edge to edge</b> 8.5" x 11"</p>	 <p><b>2/3 page</b> (2 columns) 4.9" x 9.6"</p>
 <p><b>Half page vertical</b> (2 columns) 4.9" x 7.38"</p>	 <p><b>Half page horizontal</b> (3 columns) 7.5" x 4.79"</p>	 <p><b>Basebar</b> (3 columns) 7.5" x 2"</p>
 <p><b>1/3 page</b> (2 columns) 4.9" x 5.5"</p>	 <p><b>1/4 page</b> (2 columns) 4.9" x 4"</p>	 <p><b>1/6 page</b> (2 columns) 4.9" x 2.5"</p>

Placement of ad on the page will be determined by ADRIC during layout.

## Advertise in the ADR Perspectives newsletter

The ADR Perspectives newsletter is one of two official publications of the ADR Institute of Canada.

It is published in electronic format four times per year, and is intended to be useful and relevant to ADR end users including in-house counsel and their parties (corporations, businesses, etc.)

**ADR Perspectives**

Perspectives on alternative dispute resolution  
for ADR parties and their lawyers

**Perspectives PRD**

Perspectives sur la résolution des différends  
pour les parties et leurs avocats

**Ad size:** 600 pixels wide by 80-100 pixels high, horizontal  
**File format:** JPG or PNG  
**Rate:** \$500\*  
**Note:** We accept a maximum of 2 ads per issue. Book early to reserve your space!

Also boasting a cross-Canada [Editorial Board](#) of some of the foremost mediators and arbitrators in the country, this partially bilingual newsletter (présentations sont traduites et les articles sont publiés dans la langue dans laquelle ils sont reçus) contains short articles with a practical focus containing suggestions and general advice on arbitration, mediation, and other ADR topics.

It is distributed directly to over 2,500 individuals and shared widely on social media. Ads may be bilingual, English only, or French only. [View past issues.](#)

**Release dates:** March, June, September, December.

**Material deadline:** 2 weeks prior to release date.

## Advertise in the ADRIC Member News electronic newsletter

This electronic newsletter is sent monthly to all of ADRIC's full members across Canada, in each official language.

### "Sponsored By" banner near top

600 pixels wide by 80 to 100 pixels high, horizontal

**File format:** JPG or PNG

**Rate:** \$400\*

### Regular ad

600 pixels wide by 80 pixels high, horizontal. (If text only, must be in a box and different font, colour, background, etc, to differentiate it from ADRIC content)

**File format:** JPG or PNG

**Rate:** \$300\*

**Release dates:** One issue per month. (No issue in October).

**Material deadline:** 2 weeks prior to release date.

## Sponsor the ADRIC Annual National Conference

The ADRIC Annual Conference is renowned as "Canada's largest, most prestigious and most important ADR event™"; every major firm and company with an interest in reaching those in the field should be associated. Other benefits include complimentary conference passes and speaking opportunities.

Many sponsorship levels are available from Diamond to Independent Supporter, as well as Exhibitor opportunities.

Act early! Top-tier sponsorships are determined on a first-come first-served basis.

Visit [ADRIC.ca](http://ADRIC.ca) for details, and contact [advertising@adric.ca](mailto:advertising@adric.ca) to take advantage of this unique opportunity.

[Visit the ADRIC Store to view all products!](#)

[Course Providers: Ask about ADRIC National Course Accreditation](#)

\*Note: All rates are plus applicable taxes.

Terms: Payment is due 30 days prior to publication. Any late payment without prior arrangement with ADRIC will result in the advertisement being placed in a subsequent publication, after payment received.

Ads are subject to approval.

Send to: [advertising@adric.ca](mailto:advertising@adric.ca),  
ADRIC Tel: 416-487-4733 / 1-877-475-4353