

# MARKETING OPPORTUNITIES WITH THE ADR INSTITUTE OF CANADA



ADR Institute of Canada  
Institut d'arbitrage et de  
médiation du Canada <sup>TM/MC</sup>

LEADING DISPUTE RESOLUTION IN CANADA  
À L'AVANT-PLAN DE LA RÉOLUTION DES DIFFÉRENDS AU 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 on the ADR Institute of Canada can be found at [ADRIC.ca](http://ADRIC.ca)

## ADRIC: BY THE NUMBERS

**10,000+**

ADRIC's advertising and promotional campaign reach includes:

- In-house Counsel
- Lawyers
- Human Resources Professionals
- Accountants
- Educators
- Engineers
- Social Workers and Users of Dispute Resolution Services
- Arbitrators, Mediators and Other DR Practitioners.

**2,500+**

ADRIC Members representing individual businesses and community organizations

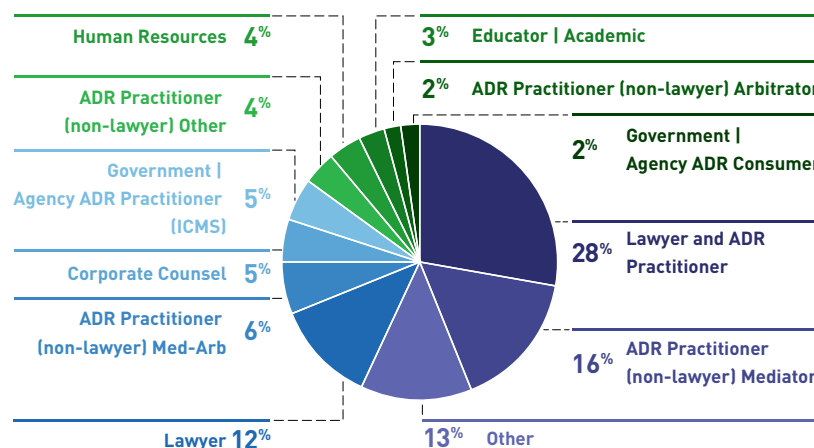
**2,300+**

ADRIC Twitter Followers

**3,000+**

ADRIC LinkedIn Page Followers

**Delegates by Type of Practice**



# ADVERTISING OPPORTUNITY:

## CANADIAN ARBITRATION AND MEDIATION JOURNAL

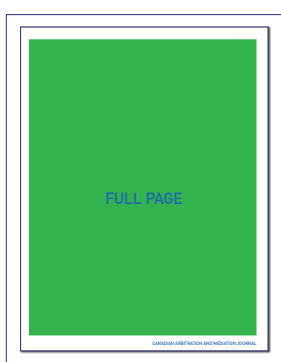
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This prestigious publication with a cross-Canada [Editorial Board](#) of some of the foremost mediators and arbitrators in the country is published in electronic format twice annually: Summer/Autumn and Winter/Spring, in each official language.

In addition to over 2,000 ADRIC members, the Journal is distributed to a continually growing number of individuals, firms, organizations, and libraries.

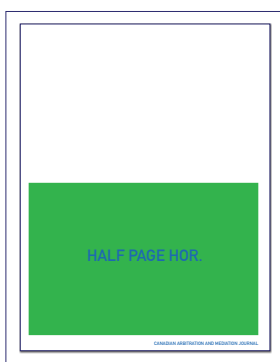
Rates include placement in both English and French editions (separate ads required. There is no discount for running in one language only).

Past issues can be viewed [here](#).



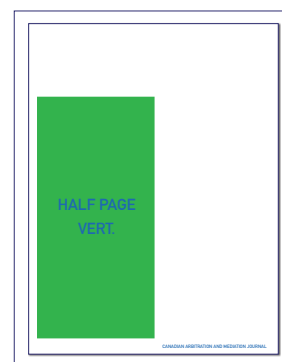
FULL PAGE

7.5" wide x 9.6" high  
1 issue: \$608  
2 issues: \$1020



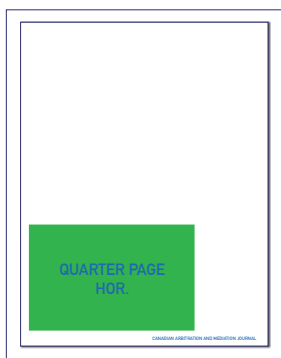
HALF PAGE HOR.

7.5" wide x 4.79" high  
1 issue: \$380  
2 issues: \$630



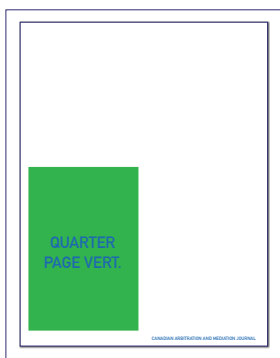
HALF PAGE VERT.

4.91" wide x 7.24" high  
1 issue: \$380  
2 issues: \$630



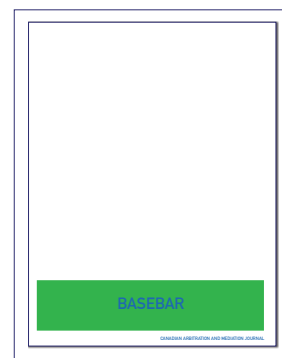
QUARTER PAGE HOR.

4.91" wide x 3.62" high  
1 issue: \$205  
2 issues: \$342



QUARTER PAGE VERT.

3.62" wide x 4.79" high  
1 issue: \$205  
2 issues: \$342



BASEBAR

7.5" wide x 2" high  
1 issue: \$205  
2 issues: \$342

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

**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:** March and September

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

**ADRIC Members** receive a 25% discount on these rates.

**Corporate Members** may place a complimentary 1/4 page ad in each issue or receive 25% off a larger placement.

## ADVERTISING OPPORTUNITY: ADR PERSPECTIVES NEWSLETTER

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

Also boasting a cross-Canada [Editorial Board](#) of some of the foremost mediators and arbitrators in the country, this newsletter 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.](#)

**Ad size:** 600 pixels wide by 80-100 pixels high, horizontal

**File format:** JPG or PNG

**Rate:** \$455\*

**Note:** *We accept a maximum of 2 ads per issue. Book early to reserve your space!*

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

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

## ADVERTISING OPPORTUNITY: ADRIC MEMBER NEWS NEWSLETTER

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This electronic newsletter is sent monthly to ADRIc's 2000+full members across Canada, in each official language.

**Formats:**

**"Sponsored By" banner near top:** 600 pixels wide by 80-100 pixels high, horizontal

**File format:** JPG or PNG

**Rate:** \$390\*

**Regular ad banner:** 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:** \$260\*

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

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

## ADVERTISING OPPORTUNITY: ADR IN CANADA - NEWS & EVENTS NEWSLETTER

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This electronic newsletter is sent every two months to all of ADRIC's Corporate Members, Stakeholders and Friends.

**Formats:**

**"Sponsored By" banner near top:** 600 pixels wide by 80-100 pixels high, horizontal

**File format:** JPG or PNG

**Rate:** \$390\*

**Regular ad banner:** 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:** \$260\*

**Release dates:** Six issues per year

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

## ADVERTISING OPPORTUNITY: ADRIC ANNUAL NATIONAL CONFERENCE

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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 [admin@adric.ca](mailto:admin@adric.ca) to take advantage.

\*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: [admin@adric.ca](mailto:admin@adric.ca). ADRIC Tel: 1-877-475-4353

Visit the [ADRIC Store](http://adric.ca/adric-store) to view all products!

Are you interested in having your course approved as meeting the educational requirements for ADRIC designations? See <http://adric.ca/adric-course-accreditation/>



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