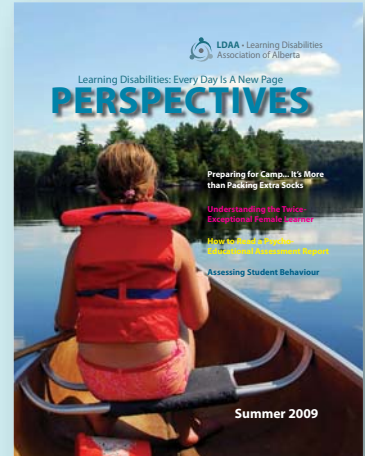


*Alberta's Only Magazine on Learning Disabilities and AD/HD*



## Effective. Affordable. And now in full-colour!

PERSPECTIVES is the official magazine of the Learning Disabilities Association of Alberta (LDAA). With a distribution of approximately 5,000 copies per issue, this quarterly magazine is the main source of current information on learning disabilities and AD/HD. Advertising in PERSPECTIVES is an effective and affordable way to gain the interest of parents, teachers and the community.

## Who will you reach?

- \* Parents of children with learning disabilities and/or AD/HD
- \* Teachers of Calgary, Edmonton and surrounding areas
- \* Patrons of affiliate organizations
- \* All members of the LDAA
- \* Physicians and Psychologists

For advertising information, please contact:

**Wakako Dillon**  
Marketing & Communications  
Coordinator  
T: 403-283-6606 ext. 109  
E: [communications@LDAA.net](mailto:communications@LDAA.net)

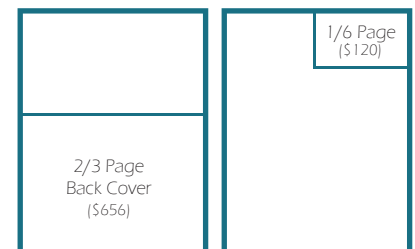
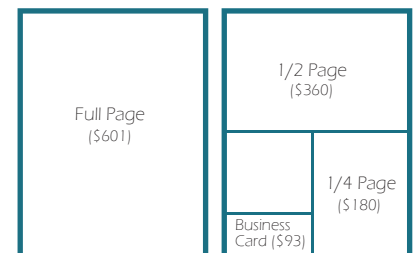
### Advertising Rates

	Width:	Height:	1-Issue:	4-Issue Rate:
2/3 Page Back Cover	7.5"	6.25"	\$750	\$656
Full Page	7.5"	10"	\$687	\$601
1/2 Page	7.5"	5"	\$412	\$360
1/4 Page	3.75"	5"	\$206	\$180
1/6 Page	3.75"	3.5"	\$137	\$120
Business Card	3"	2"	\$106	\$93

For hard copy submission, add \$30 for production charges

### Publishing Dates & Deadlines

	Book ads by:	Send materials by:
Fall 2009	August 10	August 12
Winter 2009	November 9	November 12
Spring 2010	February 8	February 11
Summer 2010	May 10	May 12



*Did you know?*

**1 in 10  
Canadians  
has a learning  
disability.**