

2018 ADVERTISING RATE SHEET

Publication Details

Issued: Quarterly (winter, spring, summer, fall)

Copy Deadlines: January 3, April 4, June 20, October 3

Circulation: 6,900 print

Artwork Requirements

Acrobat PDF Files

Adobe Illustrator (EPS)

Adobe Photoshop (300 dpi)

Standard Sizes (width x height)

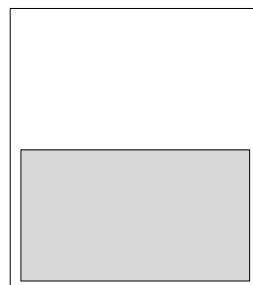
Full Page: 7.5" x 9.5"

Half Page, Wide: 7.5" x 4.5"

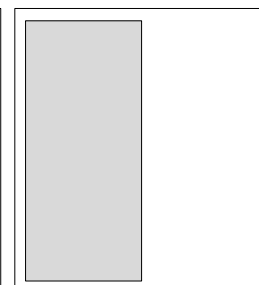
Half Page, Tall: 3.5" x 9.5"

Quarter Page, Wide: 7.5" x 2.25"

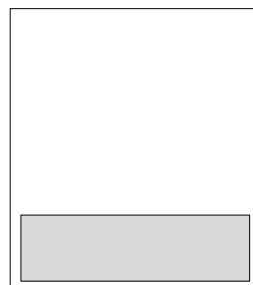
Quarter Page, Tall: 3.5" x 4.5"



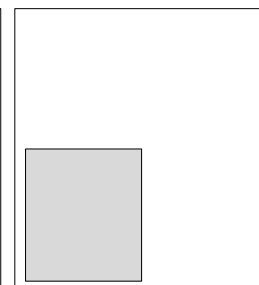
Half Page, Wide



Half Page, Tall



Quarter Page, Wide



Quarter Page, Tall

	Standard, Single Ad	2 Insertions (10% Discount)	3 Insertions (15% Discount)	4 Insertions (20% Discount)
Outside Back Cover (full colour)	\$2,650.00	\$4,770.00	\$6,757.50	\$8,450.00
Inside Front/Back Cover (full colour)	\$2,450.00	\$4,410.00	\$6,247.50	\$7,840.00
Inside Front/Back Cover, Half Page (full colour)	\$1,650.00	\$2,970.00	\$4,207.50	\$5,280.00
Full Page ⁺	\$1,650.00	\$2,970.00	\$4,207.50	\$5,280.00
Half Page, Wide/Tall ⁺	\$825.00	\$1,485.00	\$2,103.75	\$2,640.00
Quarter Page, Wide/Tall ⁺	\$675.00	\$1,205.00	\$1,721.25	\$2,160.00

*Rates effective December 1, 2017 and are listed before taxes.

⁺Ads in print copies will appear in black and white, but digit copies will be in colour.