

# Policy

## RATE INFORMATION



*Policy* is a bi-monthly magazine. The guaranteed circulation of *Policy* includes leading Canadian policy makers and business leaders, including MPs, Senators, Deputy Ministers, Heads of Boards and Agencies, and members of the National Press Gallery. Distributed in Air Canada Maple Leaf Lounges across Canada.

### 2013 – 2014 Publication Dates

<i>Policy</i> Issues	Deadline for submission of ads
April – May 2013	March 15
June – July 2013	May 15
September – October 2013	September 10
November – December 2013	October 15
January – February 2014	December 15
March – April 2014	February 15
May – June 2014	April 15

### Print Advertising Rates

Print	1 Issue	2 Issues	6 Issues
1 Page	\$2,500	\$2,250	\$2,000
1/2 Page	\$1,500	\$1,250	\$1,000
Inside Covers	\$3,500	\$3,250	\$3,000
Back Cover	\$5,000	\$4,500	\$4,000

### Print Advertising Sizes

	Trim Size	Bleed Size	Safe Area
Full Page	8.5" x 11"	8.75" x 11.25"	7.5" x 10"
1/2 Page	8.5" x 5.5"	8.75" x 5.625"	7.5" x 5"

### Web Advertising Rates

Web ads rotate at the top of the *Policy* home page above the table of contents. Note that [policymagazine.ca](http://policymagazine.ca) is formatted to work well on desktops, tablets and mobile phones.

Web	1 Issue	6 Issues
1 Ad	\$750	\$4,000

### Advertising Specifications

**PRINT:** The preferred file format for ads is a press ready PDF. All fonts must be embedded or outlined. CMYK (4 colour process). Raster images at 300 dpi or higher. Convert all spot or Pantone colours to process. .125" bleed on all edges. Please ensure that all black text is 100% process black.

**WEB:** Contact: Nicolas Landry, [nicolas@nicolaslandry.ca](mailto:nicolas@nicolaslandry.ca) for sizes and specifications.

**SENDING ADVERTISING MATERIAL:**  
E-mail to [monica@foothillsgraphics.ca](mailto:monica@foothillsgraphics.ca)

For more information about advertising in *Policy* contact: L. Ian MacDonald, E-mail: [lianmacdonald@policymagazine.ca](mailto:lianmacdonald@policymagazine.ca) or phone: (514) 943-3868

For more information about advertising specifications contact: Monica Thomas, E-mail: [monica@foothillsgraphics.ca](mailto:monica@foothillsgraphics.ca)