

# 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.

### 2016 Publication Dates

<i>Policy</i> Issues	Deadline for submission of ads
May – June	April 15
July – August	June 10
September – October	August 1
November – December	October 15
January – February 2017	December 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 5.5"	7.5" x 4"

### Web Advertising Rates

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

Web	1 Issue	6 Issues
642 X 160 px 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:** The preferred file format for web ads is jpg or png. Size is 642 X 160 pixels at 72 dpi.  
Contact: Nicolas Landry, [policy@nicolaslandry.ca](mailto:policy@nicolaslandry.ca) for more information.

**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)