

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, ministers, senior public servants, heads of boards, agencies and associations, government relations specialists and members of the National Press Gallery. Distribution includes Air Canada Maple Leaf Lounges across Canada and VIA Rail lounges in Montreal, Ottawa and Toronto.

Policy 2020 Publication Dates

Policy Issues	Deadline for submission of ads
July – August	June 15
September – October	August 15
November – December	October 15
January – February 2021	December 15
March – April 2021	Feb 15

Policy Print Advertising Rates

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

Policy 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 4"

Policy Web Advertising Rates

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Web	Size	1 Month	1 Year
Horizontal	728 X 90 px	\$1,000	\$10,000
Square	300 x 250 px	\$1,000	\$10,000

POLICY MAGAZINE WEB ADS:

The preferred file format is jpg or png.

For more information contact: L. Ian MacDonald, E-mail: lianmacdonald@gmail.com or Phone: (514) 943-3868



Policy Magazine presents *The Week in Policy*, our weekly look at developments in the world of policy and politics in Ottawa, Washington and points beyond. Written by *Policy* Associate Editor and *Hill Times* columnist Lisa Van Dusen, *The Week in Policy* hits the screens of Canada's political and policy community every Friday afternoon.

The Week in Policy Advertising Rates

Note that *The Week in Policy* is formatted to work well on desktops, tablets and mobile phones.

Banner	1 Month	1 Year
600 X 160 px	\$1,000	\$10,000

THE WEEK IN POLICY BANNER ADS:

The preferred file format is jpg or png.

For more information about *The Week in Policy* contact: Lisa Van Dusen, E-mail: lvandusen@policymagazine.ca