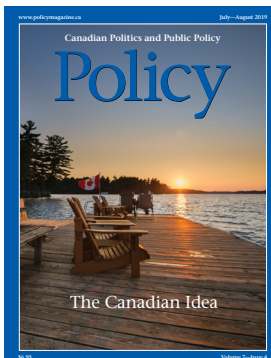
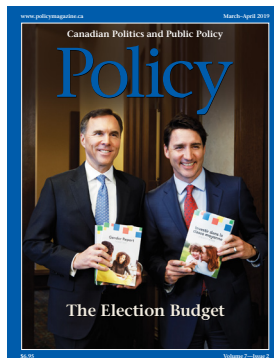


Policy RATE INFORMATION



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 and VIA Rail lounges in Montreal, Ottawa and Toronto.

Policy 2020 Publication Dates

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

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

Web	Size	1 Issue	6 Issues
Horizontal	728 X 90 px	\$1,000	\$5,000
Square	300 x 250 px	\$1,000	\$5,000

THE WEEK IN Policy RATE INFORMATION

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

Banner ads rotate at the top, centre and bottom of *The Week in Policy*. 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

Advertising Specifications

POLICY MAGAZINE PRINT ADS: 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.

To send print files or for more information contact:
Monica Thomas: monica@foothillsgraphics.ca

POLICY MAGAZINE WEB ADS: The preferred file format is jpg or png.

To send web files or for more information contact:
Nicolas Landry: policy@nicolaslandry.ca

THE WEEK IN POLICY BANNER ADS: The preferred file format is jpg or png.

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