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MAGAZINE RATE CARD #31

All pricing is net and all advertising space is full colour — January 2020

FULL PAGE \$4550 	4/5 PAGE \$4120 	3/5 PAGE vertical \$3720 	3/5 PAGE island \$3720 	1/2 PAGE vertical \$2800
1/2 PAGE horizontal \$2800 	2/5 PAGE vertical \$2420 	2/5 PAGE island \$2420 	1/3 PAGE \$2000 	1/4 PAGE \$1800
1/5 PAGE \$1400 	1/6 PAGE 3 card \$1040 	1/10 PAGE 2 card \$740 	1/20 PAGE card \$400 	CANADIAN CLASSIFIED DISPLAY ADS

REVISED 2020 SCHEDULE

Edition	Publication Date	Artwork	Booking
September Issue	AUGUST 18	August 6	August 4
October Issue	SEPTEMBER 29	September 17	September 15
Holiday Issue	NOVEMBER 17	November 5	November 3

Specifications: 300 dpi.
 EPS, TIFF, Photoshop, Illustrator and PDF-X files accepted. Ink Density Limit: (UCR) 220%.
 30% dot gain, newsprint settings.
Delivery: Email files under 12Mb to ads@exclaim.ca larger files can be sent via exclaimdotca.wetransfer.com
Design & Layout: \$75/per hour

Canadian Classified Display Ads run on available pages in the latter part of each issue. Specific placement within the issue is not guaranteed. In addition to all regular ad sizes, half-card sized classifieds are available at 2" wide by 1.25" tall. Payment is due with artwork. Artwork can either be provided as a graphic file or as text only, which will be typeset by the Exclaim! Art Department. Classified pricing is based on \$140 per card unit.



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