



exclaim!

MAGAZINE RATE CARD #30

All pricing is net and all advertising space is full colour — January 2019

MEASUREMENTS IN PIXELS ON PAGE 2

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

2019 SCHEDULE	Publication Date	Edition	Booking	Artwork
	FEBRUARY 5	February/March Readers Choice	January 22	January 24
	MARCH 12	April Anniversary	February 26	February 28
	APRIL 16	May Screens Preview and CMW	April 2	April 4
	MAY 28	June Festival Guide	May 7	May 9
	JULY 2	July/August Summer	June 18	June 20
	AUGUST 20	September Campus	August 6	August 8
	SEPTEMBER 24	October Fall Tour	September 10	September 12
	OCTOBER 29	November Gift Guide	October 15	October 17
	DECEMBER 3	December/January Year In Review	November 19	November 21

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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