



# exclaim! \*c#

## MAGAZINE RATE CARD #32

All pricing is net and all advertising space is full colour — January 2021

<b>FULL PAGE</b> \$4550 	<b>4/5 PAGE</b> \$4120 	<b>3/5 PAGE</b> vertical \$3720 	<b>3/5 PAGE</b> island \$3720 	<b>1/2 PAGE</b> vertical \$2800 
<b>1/2 PAGE</b> horizontal \$2800 	<b>2/5 PAGE</b> vertical \$2420 	<b>2/5 PAGE</b> island \$2420 	<b>1/3 PAGE</b> \$2000 	<b>1/4 PAGE</b> \$1800 
<b>1/5 PAGE</b> \$1400 	<b>1/6 PAGE</b> 3 card \$1040 	<b>1/10 PAGE</b> 2 card \$740 	<b>1/20 PAGE</b> card \$400 <p>Measurements in PIXELS on page 2</p>	<b>CANADIAN CLASSIFIED DISPLAY ADS</b> 

2021 SCHEDULE	Edition	Publication Date	Artwork	Booking
	February/March Issue	<b>FEBRUARY 2</b>	January 21	January 19
	Spring/Anniversary Issue	<b>MARCH 23</b>	March 11	March 9
	May/June Issue	<b>MAY 11</b>	April 29	April 27
	Summer Issue	<b>JUNE 29</b>	June 17	June 15
	August/September Issue	<b>AUGUST 17</b>	August 5	August 3
	October/November Issue	<b>OCTOBER 5</b>	September 23	September 21
	Holiday/Year-End Issue	<b>NOVEMBER 23</b>	November 11	November 9

**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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<b>1/2 PAGE horizontal</b> \$ 2800 	<b>2/5 PAGE vertical</b> \$ 2420 	<b>2/5 PAGE island</b> \$ 2420 	<b>1/3 PAGE</b> \$ 2000 	<b>1/4 PAGE</b> \$ 1800 
<b>1/5 PAGE</b> \$ 1400 	<b>1/6 PAGE 3 card</b> \$ 1040 	<b>1/10 PAGE 2 card</b> \$ 740 	<b>1/20 PAGE card</b> \$ 400 	<b>CANADIAN CLASSIFIED DISPLAY ADS</b> 

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