

the Advocate
2022 ADVERTISING RATES

BLACK & WHITE	1x	3x	6x
Full (5" x 8")	\$1066	\$1016	\$961
Premium Pages*	\$1092	\$1040	\$990
Three-Quarter (5" x 6")	\$880	\$800	\$775
Half (5" x 4")	\$667	\$638	\$544
Quarter (5" x 2")	\$449	\$394	\$335
<p>*Premium pages - adjacent columns <i>Entre Nous</i> and <i>Bench and Bar</i> First Inside Front Page \$1193 Last Inside Back Page \$1160</p>			
CLASSIFIED ADS			
One-Eighth (2.5" x 2") \$169		Box Numbers \$20	
COLOUR COVERS			
Outside Back*	\$1375	5" x 8" Full page, full colour, bleeds necessary * adjust size for mailing label 5" x 7.625"	
Inside Back	\$1265		
Inside Front	\$1290		
<p>5% GST will be added to all published rates PRICES IN EFFECT FROM JANUARY 2022 TO DECEMBER 2022</p>			

PUBLISHING MONTHS

January | March | May | July | September | November

AD COPY DEADLINES

November 24 | February 2 March 30 | June 1 | August 3 | October 5

MECHANICAL REQUIREMENTS

Perfect-Bound Offset Publication
Format: Computer to Plate
Type Page: 5" x 8"
Trim Size: 67/8" x 93/4"
Number of Pages: 164
Classified Column Width: 21/4"
Number of Columns: 2
Line Screen: 133

DIGITAL REQUIREMENTS

Submitted as high resolution PDF files.
Please send to: info@the-advocate.ca

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