



exclaim!

MAGAZINE RATE CARD #36

All pricing is net and all advertising space is full colour — October 2023

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

2024 SCHEDULE

Publication Date	Edition	Booking	Artwork
TUES NOV 28	Holiday '23/24 Gift Guide and Readers Poll	TUES NOV 14	THURS NOV 16
TUES FEB 6	February/March Readers-Choice Issue	TUES JAN 23	THURS JAN 25
TUES APR 2	Spring/32nd Anniversary Issue	TUES MAR 19	THURS MAR 21
TUES JUN 4	Summer Issue and Festival Guide	TUES MAY 21	THURS MAY 23
TUES AUG 6	September Back-To-School Issue	TUES JULY 23	THURS JULY 25
TUES OCT 1	Fall Tour Issue	TUES SEP 17	THURS SEP 19
TUES NOV 26	Holiday '24/25 Gift Guide and Readers Poll	TUES NOV 12	THURS NOV 14

Specifications: 300 dpi.
 TIFF, JPG 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](https://www.exclaimdotca.wetransfer.com)

Design & Layout:
 \$85/per hour

Canadian Classifieds
 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 1.8" wide by 1.2" 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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 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 540px wide by 360px 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.