



exclaim!

MAGAZINE RATE CARD #37

All pricing is net and all advertising space is full colour — October 2024

FULL PAGE \$5000 	4/5 PAGE \$4500 	3/5 PAGE vertical \$4000 	3/5 PAGE island \$4000 	1/2 PAGE vertical \$3000
1/2 PAGE horizontal \$3000 	2/5 PAGE vertical \$2700 	2/5 PAGE island \$2700 	1/3 PAGE \$2200 	1/4 PAGE \$2000
1/5 PAGE \$1550 	1/6 PAGE 3 card \$1150 	1/10 PAGE 2 card \$850 	1/20 PAGE card \$450 	CANADIAN CLASSIFIED DISPLAY ADS

2025 SCHEDULE

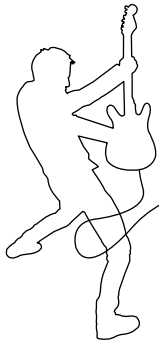
Publication Date	Edition	Booking	Artwork
TUES NOV 26	Holiday '24/25 Gift Guide Year-End issue	TUES NOV 12	THURS NOV 14
TUES FEB 4	February/March Readers-Choice Issue	TUES JAN 21	THURS JAN 23
TUES APR 1	Spring/33rd Anniversary Issue	TUES MAR 18	THURS MAR 20
TUES JUN 3	Summer Issue and Festival Guide	TUES MAY 20	THURS MAY 22
TUES AUG 5	September Back-To-School Issue	TUES JULY 22	THURS JULY 24
TUES SEPT 30	Fall Screens Preview Issue	TUES SEP 16	THURS SEP 18
TUES NOV 25	Holiday '25/26 Gift Guide Year-End Issue	TUES NOV 11	THURS NOV 13

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 \$160 per card unit.



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