

Ad Rates & Specifications

Size	1 Insertion	2 Insertions		3 Insertions		4 Insertions	
		BUY 1, GET 2ND 25% OFF		BUY 2, GET 3RD 50% OFF		BUY 3, GET 4TH 75% OFF	
		1ST	2ND	1ST, 2ND	3RD	1ST, 2ND, 3RD	4TH
Double-Page Spread	\$4,299	\$4,299	\$3,224.25	\$4,299	\$2,149.50	\$4,299	\$1,074.75
OBC	\$2,999	\$2,999	\$2,249.25	\$2,999	\$1,499.50	\$2,999	\$749.75
IFC	\$2,899	\$2,899	\$2,174.25	\$2,899	\$1,449.50	\$2,899	\$724.75
IBC	\$2,799	\$2,799	\$2,099.25	\$2,799	\$1,399.50	\$2,799	\$699.75
Full Page	\$2,399	\$2,399	\$1,799.25	\$2,399	\$1,199.50	\$2,399	\$599.75
1/2 Page Horizontal	\$1,299	\$1,299	\$974.25	\$1,299	\$649.50	\$1,299	\$324.75
1/2 Page Vertical	\$1,299	\$1,299	\$974.25	\$1,299	\$649.50	\$1,299	\$324.75
1/4 Page Island	\$699	\$699	\$524.25	\$699	\$349.50	\$699	\$174.75
1/4 Page Horizontal	\$699	\$699	\$524.25	\$699	\$349.50	\$699	\$174.75
1/8 Page	\$449	\$449	\$336.75	\$449	\$224.50	\$449	\$112.25
Community Market	\$199	\$199	\$149.25	\$199	\$99.50	\$199	\$49.75

“In one of the Escarpment magazines...there is an ad for Eco Adventure Tour at Scenic Caves in Collingwood. It looks really neat, so I went onto the website and checked it out, and we are going to do it this summer. I would never have known about it if I hadn't seen it in your magazine.”

– Robyn Pyrczak, Rockwood

10% off for Non-profit organizations.

Terms: Prices exclude HST. Payment must be received three weeks prior to live date.

SPECIAL GROUP PAGE

Organize eight (8) advertisers to fill a page for only \$300 each! Receive the central banner space for FREE to display your group message! Ideal for BIAs, tourism associations and buying groups. Total cost: \$2,400

DEADLINES

Issue	Booking Deadline	Artwork Deadline	Street Date
Spring	January 25	February 1	March 1
Summer	April 24	May 1	June 1
Autumn	July 25	August 1	September 1
Winter	October 25	November 1	December 1



Full

(OBC, IFC, IBC)
7.266 x 9.833 in

With bleeds:
8.486 x 11.111 in



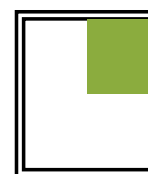
1/2 Horizontal

7.266 x 9.833 in



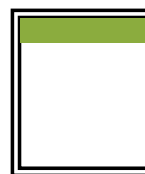
1/2 Vertical

3.554 x 9.833 in



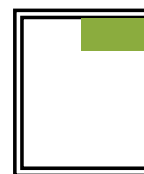
1/4 Island

3.544 x 4.833 in



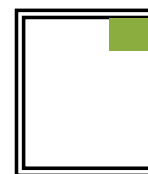
1/4 Horizontal

7.266 x 2.333 in



1/8 Page

2.345 x 4.833 in



Community Market

2.345 x 2.333 in

DO YOU HAVE A DESTINATION OR EVENT TO SHARE WITH OUR READERS?

Buy a 1/4 page ad or bigger on a one-year contract and if appropriate, we'll write an editorial "Worth the Visit" feature about you.

INSERTS

Reach a willing, interested audience for just 18 cents per insert. Each insert will be viewed by readers who choose to take our magazine. Compare this to direct ad mail – often unwanted by the recipient – would cost a *minimum* of 52 cents per copy to reach the same size audience.