

The Calgary JOURNAL

RATE CARD
2018

WHAT

Calgary's largest local newsroom committed to making our city stronger through great journalism

HOW

150+ MRU journalists working with professionals, upholding the highest of standards

WHY

Telling truthful stories about everyday people protects who we are and where we live



COVERAGE

CITY • City hall coverage, crime, politics, issues that matter

PERSONAL • The best human experience writing

OPINION • Readers, editors and guest writers weigh in

ARTS and ENTERTAINMENT • Theatre, art, music, movies and more

The LENS • City life through photography

PROFILES • A specially-commissioned current affairs feature

FOOD • Restaurants, home cooking, retail food scene

LIVING • Health, recipes, fitness and consumer choices

SPORTS • High school, university, amateur and professional athletes

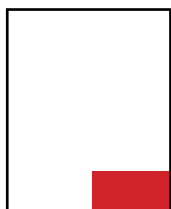
RELATIONSHIPS • Gender issues, dating, marriage, trends

JOURNALISTIC INTEGRITY

The Calgary Journal's reporters are supervised by journalism professors who have worked at media outlets including: the Los Angeles Times, Canadian Press, CBC, CTV and the Calgary Herald. After working on the Journal, students move on to four-month work terms at media companies including: the Washington Post, the Globe and Mail, CBC, CTV, the Calgary Herald, the Calgary Sun, Avenue Magazine.

PRINT SIZES & RATES

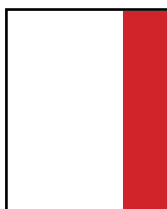
AD SIZE	RATE
Biz Card	\$65
1/4 Page	\$125
1/2 page	\$250
Full Page	\$500



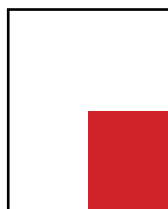
Business Card
4.3 x 2.75 inches



1/4 Page Banner
8.75 x 2.75 inches



1/4 Page Sidebar
2.0 x 11.25 inches



1/4 Page Corner
4.3 x 5.75 inches



1/2 Page Vertical
4.3 x 11.25 inches



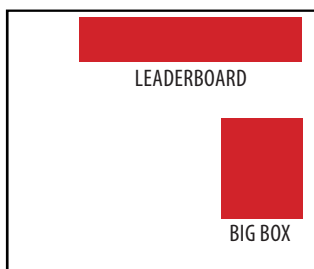
1/2 Page Horizontal
8.75 x 5.5 inches



Full Page
8.75 x 12 inches

ONLINE SIZES & RATES

UNIT	RATE
LEADERBOARD 728 x 90 pixels	\$250/mth
BIG BOX 300 x 250 pixels	\$200/mth



PUBLICATION DATES 2018

WINTER	SUMMER	FALL
September-October October-November	January-February March-April	May-June July-August

CIRCULATION

10,000 copies per issue. The Journal is distributed on the MRU campus and at more than 250 locations throughout Calgary.

COLOUR and EXTRA COSTS

Ad rates include colour costs
Inserts— \$50 per 1000
Ad building rate — \$25/hr.
Ad rates do not include GST

SPECS AD MATERIALS

TIFF files adjust to 300 ppi
PDFs use Press Quality preset.

DEADLINES

The Journal is published bi-monthly. The deadline for booking ad space is two weeks prior to the new issue and material due one week before.

PAYMENT

Payment is due within 30 days of being invoiced. Cheque or credit card payments are accepted.

SALES CONTACT

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