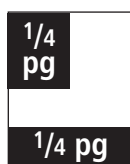
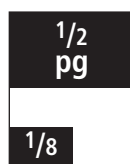


OUR TIMES' MAGAZINE

2022 ADVERTISING RATES



PUBLICATION SCHEDULE
 Spring Issue • Summer Issue
 Fall Issue • Winter Issue

PRICE PER BLACK AND WHITE AD PLACEMENTS (COLOUR EXTRA: \$924)

HORIZONTAL X VERTICAL (in inches)

full page (with bleed).....	8 ³ / ₄ x 11 ¹ / ₄	\$900 plus tax
full page (without bleed).....	7 ¹ / ₈ x 9 ³ / ₄	\$900 plus tax
half page.....	7 ¹ / ₈ x 4 ¹ / ₂	\$488 plus tax
	3 ¹ / ₂ x 9 ³ / ₄	\$488 plus tax
quarter page.....	3 ¹ / ₂ x 4 ¹ / ₂	\$270 plus tax
	7 ¹ / ₈ x 2 ¹ / ₈	\$270 plus tax
one eighth (business card).....	3 ¹ / ₂ x 2 ¹ / ₈	\$144 plus tax

TO BOOK MULTIPLE PLACEMENTS IN OUR TIMES

Multiple-placement rates available. For more information, email office@ourtimes.ca.

Guaranteed position for a nominal surcharge of 15 per cent. HST extra.

Price shown is per issue.

Technical Specifications

Artwork must be supplied as high resolution PDFs or JPG files (300 dpi minimum). Files exported at the PDF/X-1a:2001 setting are preferable. All fonts must be embedded and all layers flattened.

Our Times' trim size is 8.5" x 11". For a full page, full bleed ad, please make sure the ad is supplied with a 1/8 inch (.125) bleed on all sides. Crop marks are not necessary. If you include crop marks, please make sure they are placed outside the bleed area.

Important elements, such as text or logos, should be at least 1/4" (.25) from the edges of the 8.5 x 11 area.

For black-and-white ads, please send a greyscale, high-resolution pdf or 300-dpi jpg. Registration and crop marks are not necessary.

Our Times inside pages are printed on recycled paper (60lb offset). The cover is printed on coated stock.

Colour ads

Colour costs extra. Four-colour CMYK is \$924.

Design

Our art director can design your ad for you. Design charges are \$60 per hour with a minimum charge of \$40 for changes to an existing ad.

Inserts

We accept a wide variety of inserts including pre-printed, stitched in, blown in and folded. Ad inserts cost the same as a full-page ad. Bindery and mailing-house charges included.

Terms of Payment

Advance payment for all new clients. Existing accounts are billed on publication. A discount of 10 per cent is given to advertising agencies. HST is applied to all charges.

Contact

Email: office@ourtimes.ca

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