


## Appendix E: Spacing Rate Card



# spacing

## ADVERTISING RATES & SPECS

**INSIDE THE MAGAZINE** (all ads are full colour)

SIZE OF AD	1 ISSUE	2 ISSUES	3 ISSUES
DOUBLE PAGE SPREAD	\$1,480	\$1,440	\$1,400
FULL PAGE	\$800	\$780	\$760
HALF PAGE	\$460	\$450	\$440
THIRD PAGE	\$350	\$340	\$330
QUARTER PAGE	\$280	\$270	\$260

**PREMIUM AD PLACEMENT**

SIZE OF AD	1 ISSUE	2 ISSUES	3 ISSUES
OUTSIDE BACK COVER	\$1,000	\$975	\$950
INSIDE FRONT/BACK COVER	\$960	\$930	\$900

**BLEED PAGES:** No extra charge. Please use .25" bleed on all ads


**INSERTS & OUTSERTS** (minimum 1,500 pieces)

Distribute your existing sales pieces, promotional materials (brochures, flyers, etc.) or pre-printed inserts into Spacing for maximum exposure. Or even better, customize your campaign to Spacing's unique and sophisticated readership.


SIZE OF AD	1 ISSUE	2 ISSUES	3 ISSUES
2 PAGE INSERT	\$500	\$450	\$400

- Any insert over two pages costs \$200 per page;
- Prices do not include insertion cost (TBD upon contract signing)


FULL PAGE 11" x 8.5"




BACK COVER 11" x 6.7"




HALF PAGE 5.2" x 8.5"



THIRD PAGE 3.1" x 8.5"



QUARTER PAGE 5.2" X 4.25"



**SPECIFICATIONS & MATERIALS ACCEPTED**

- We will only accept ads in the following formats:  
.tif (Photoshop) .eps (Illustrator), .pdf (Acrobat or Illustrator)  
*If submitting files in Illustrator format, please supply fonts for Mac and make sure fonts are in "outline".*
- Resolution: 300 DPI
- Please FTP ads to: ftp.spacing.ca • USER: photos@spacing.ca PW: spacing