

choice Magazine

Print Advertising Rate Card

Advertising Rates

All rates are quoted in US Dollars and are subject to applicable taxes

AD SIZES			FOUR-COLOR		BLACK & WHITE	
POSITION/SHAPE	DISPLAY	BLEED	1X	4X	1X	4X
Inside Front Cover	7 1/4 X 9 3/4	8 1/2 X 11	\$2,975	\$2,775	N/A	N/A
Inside Back Cover	7 1/4 X 9 3/4	8 1/2 X 11	\$2,675	\$2,475	N/A	N/A
Back Cover	7 1/4 X 9 3/4	8 1/2 X 11	\$3,275	\$3,075	N/A	N/A
Full Page	7 1/4 X 9 3/4	8 1/2 X 11	\$2,075	\$1,725	\$1,575	\$1,350
2/3 Page (Vertical)	4 5/8 X 9 3/4	5 1/4 X 11	\$1,775	\$1,475	\$1,375	\$1,150
1/2 Page (Island)	4 3/4 X 7 1/4	No Bleed	\$1,375	\$1,175	\$1,075	\$875
1/2 Page (Horizontal)	7 1/4 X 4 3/4	8 1/2 X 5 3/8	\$1,375	\$1,175	\$1,075	\$875
1/3 Page (Vertical)	2 1/4 X 9 3/4	2 7/8 X 11	\$975	\$825	\$775	\$625
1/3 Page (Square)	4 5/8 X 4 3/4	No Bleed	\$975	\$825	\$775	\$625

All ads submitted should be suitable to print as is. choice magazine cannot be responsible for any errors in content.

www.choice-online.com

Digital Advertising Rate Card

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WEBSITE BANNER SPONSORSHIP			
	1 Month	2-6 Months	7-12 Months
Home Page			
Top Banner (728 x 90)	\$1200	\$1000 /month	\$875 / month
Right Banner (300 x 250)	\$550	\$450 /month	\$375 / month
Other Pages			
Top Banner (728 x 90)	\$900	\$875 / month	\$750 / month
Left Banner (160 x 600)	\$450	\$425 per month	\$400 / month
Resource Directory Listing	N/A	\$50 / month	\$50 / month
Resource Directory Listing with Logo	N/A	\$150 /month	\$150 /month

Specifications

- Deadline: Materials must be received one week prior to schedule placement.
- Acceptable files: .gif or .jpg. Files should not exceed 20k.
- File can include animation. Rotating banners accepted for website ads.
- Please provide the URL link when providing your banner ad.
- Email materials to the Production Manager at production@choice-online.com
- Discounts are available to print advertisers

Companion Advertising

Our print options are a perfect companion to our options. Our print advertising is designed for use in tandem with banners as part of an integrated marketing strategy. However, you can also reserve it separately.

Contact Information

For questions regarding production specifications or change existing ads, please contact the Production Manager at production@choice-online.com

To reserve advertising space please contact us at (416) 884-8154

garry@choice-online.com

choice
the magazine of professional coaching
www.choice-online.com

FORWARDING THE GLOBAL CONVERSATION ABOUT PROFESSIONAL COACHING

EFFECTIVE MAY 1, 2019