

together we thrive

Rate Card



Reach Edmonton's Community Builders

This is your opportunity to reach local philanthropists and those interested in investing in the Edmonton community, along with professional advisors in the legal and financial sectors.

This magazine celebrates the bridges Edmonton Community Foundation builds between donors' wishes and the needs of charities. It is distributed within *Edify* magazine, so your ads reach a targeted and highly engaged audience.

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| | |
|-------------------|--------|
| Edify Magazine | 35,000 |
| Subscribers | 5,000 |
| Events | 200 |
| Total Circulation | 40,200 |

Delivered with *Edify* magazine's April, September, November/December issues.

odvod media **OM**

Published by

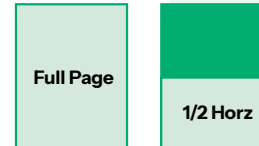
Odvod Media Corp.
10221 123 St. NW
Edmonton, AB T5N 1N3
odvod.com

ecf
Edmonton
Community
Foundation

DISPLAY ADVERTISING SIZES & RATES

| | WIDTH | HEIGHT | CORPORATE | NFP |
|----------------------------|-------|--------|-----------|---------|
| Back Cover* | 7.75 | 10.75 | \$4,151 | \$2,491 |
| Inside Cover* | 7.75 | 10.75 | \$3,805 | \$2,283 |
| Full Page* | 7.75 | 10.75 | \$3,459 | \$2,075 |
| 1/2 Page Horizontal | 6.755 | 4.831 | \$2,104 | \$1,262 |

PUBLICATION DIMENSIONS (TRIM SIZE):
7.75" X 10.75"



Note: Rates are for space only.

An ad build (all elements supplied by client) is an additional 10% of ad cost, minimum \$180.

An ad design (creative development) is based on Odvod's regular hourly rate, and minimum \$650 for copywriting, and initial design. Total cost is dependent on scope of changes.

REQUIRED SPECIFICATIONS

- All colours must be converted to CMYK
- Minimum resolution of 300 dpi for all images and logos at 100%
- Completed ad must be submitted as a press ready high-resolution PDF
- All ads, except full page ads, must have a defining border on all sides
- All files' ink density levels (in image or graphic element) must not exceed 300%

RECOMMENDED SPECIFICATIONS

- For full page ads that require bleed, build your document to the trim size, then extend images and/or graphics 1/4" beyond the document on all sides. Live images and type must be a minimum of 1/2" inside trim size measurements. All other AD sizes do not bleed
- We suggest designers use a "rich black" (except for text below 24pt) 30%C - 40%M - 60%Y - 100%K
- We suggest the live area or ads designed not to bleed be 1/2" in from the trim size
- We cannot guarantee 100% colour accuracy

| ISSUE | BOOKING DEADLINES | SUBMISSION DEADLINES |
|--------------------------|-------------------|----------------------|
| APRIL | February 13 | February 20 |
| SEPTEMBER | July 8 | July 15 |
| NOVEMBER/DECEMBER | September 8 | September 15 |

OTHER ADVERTISING/SPONSORSHIP OPTIONS ARE AVAILABLE.

For more information, contact:

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