

together we thrive

2025
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	30,000
Subscribers	5,000
Events	200
Total Circulation	35,200

Delivered with *Edify* Magazine's March, June, September, and November/December issues

odvod media **OM**

Published by

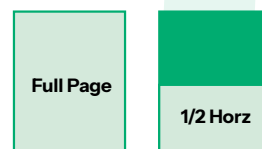
Odvod Media Corp.
10221 123 St. NW
Edmonton, AB T5N 1N3
odvod.com

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.

Ad creation is an additional 10% of ad cost, minimum \$180.

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
MARCH 2025	January 13	January 20
JUNE 2025	April 8	April 15
SEPTEMBER 2025	July 8	July 15
NOVEMBER/DECEMBER 2025	September 8	September 15

OTHER ADVERTISING/SPONSORSHIP OPTIONS ARE AVAILABLE.

For more information, contact:

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