

THE FLAVOUR OF CALGARY'S FOOD SCENE SINCE 1993

city palate

CITYPALATE.CA

CO-OP ADS

CO-OP PRINT ADS

Co-op ads are a great way for advertisers to share in the cost of a full page, colour ad that advertises both their community and their individual business.

City Palate has advertising opportunities for customized co-op ad pages based on a variety of themes, such as local food or drink, producers, seasonal themes like holiday parties and Christmas gift giving, and much more.

Here's how they work:

- 1) Each advertiser shares the cost of the page equally. *The size and the cost of the ads are determined by the number of advertisers participating.*
- 2) Each advertiser supplies a press ready PDF file, to the size required for their particular co-op ad. *The background image of the page and the co-op ad size is determined by City Palate.*

AD PRODUCTION SPECS:

Ads must be supplied to size as a press ready, high res PDF; 300 dpi for images; all colours converted to CMYK. *(Please refer to our Print Specs page for more details.)*

OR, City Palate can build your ad based on a \$75 per hour rate.

Please send your ad files to your sales rep via email on or before the deadline below.

FULL PAGE, **6-UP** AD SAMPLE:
INDIVIDUAL AD SIZE: **4"W x 2.875"H**
COST: **\$675** EACH



FULL PAGE, **8-UP** AD SAMPLE:
INDIVIDUAL AD SIZE: **4.375"W x 2.375"H**
COST: **\$550** EACH



2017 DEADLINES

CITY PALATE ISSUE	JAN FEB 2017	MAR APR 2017	MAY JUNE 2017	JULY AUG 2017	SEPT OCT 2017	NOV DEC 2017	JAN FEB 2018
FINAL AD CONFIRMATION	Nov 28	Jan 23	Mar 27	May 29	July 31	Sept 25	Nov 27
AD SUBMISSION DEADLINE	Dec 5	Jan 30	Apr 3	June 5	Aug 8	Oct 2	Dec 4
STOCKPOT DEADLINE	Dec 5	Jan 30	Apr 3	June 5	Aug 8	Oct 2	Dec 4
ON NEWSSTANDS	Dec 29/2016	Feb 23	Apr 27	June 29	Aug 31	Oct 26	Dec 28/2017