

THE FLAVOUR OF CALGARY'S FOOD SCENE SINCE 1993

# city palate

CITYPALATE.CA



WEB ADS

**City Palate magazine can be read online, which means our readership keeps on growing! Advertising online provides another effective opportunity for you to reach Calgary's foodies and far beyond. The City Palate web site features department and feature articles from the issue, a searchable recipe library (updated each issue), as well as upcoming food and drink events (updated weekly).**



## CITY PALATE WEB ADS

**The City Palate web site features 1 leaderboard ad and 3 big box ads...**

The leaderboard ad is static and appears on all web site pages. Each of the 3 big box ads is loaded with 2 or 3 different ads, which rotate randomly every 5 seconds. They appear on our home page, as well as the feature, department and event pages. All ads link directly to your web site (or the URL of your choice).

**leaderboard ad size:** 728 x 90 pixels

**big box ad size:** 300 x 250 pixels

**resolution:** 72 ppi

**format:** RGB jpeg files only

**No borders on your ads please!**

All ads are housed within our standard 1 pt. border

**cost:** please contact your City Palate sales rep for pricing

**deadline:** please email your web ad directly to your sales rep 10 days before your insertion date.

### FEATURES



**Entertaining Menu**  
This year we turn to Keith Luce, chef/owner of the hot, new Tavernetta.



**Great Gifts for Foodies**  
by Karen Anderson  
This list of gift ideas is true north, strong and tasteful.



**The Ubiquity of Babka**  
by Laura Di Lembo  
Babka comes to us from Eastern Europe, Old World yeasted sweet bread to take with sips of scalding tea.

### DEPARTMENTS



**One Ingredient - Caramel**  
by Julie Van Rosendaal



**The Sunday Project**  
with Ellen Kelly  
Spatchcock chicken is equally perfect for a quick weekday meal or gussied up for company.



**8 Quick Ways with Maple Syrup**  
by Chris Halpin