

city palate

THE FLAVOUR OF CALGARY'S FOOD SCENE

PRINT AD RATES

Effective September 2011

722 – 11th AVENUE SW CALGARY T2R 0E4 ■ PHONE 403-232-6767 ■ FAX 403-262-3322 ■ CITYPALATE.CA



OUR ANNUAL EDITORIAL CALENDAR

JANUARY FEBRUARY	Great Cheap Eats
MARCH APRIL	The Travel Issue
MAY JUNE	The Wine Issue
JULY AUGUST	Summer in the City Palate
SEPTEMBER OCTOBER	The Harvest Issue
NOVEMBER DECEMBER	The Entertaining Issue

2011 deadlines

ISSUE	JAN/FEB/11	MAR/APR	MAY/JUNE	JULY/AUG	SEPT/OCT	NOV/DEC	JAN/FEB/12
AD SPACE	NOV 29	JAN 24	MAR 28	MAY 30	AUG 1	SEPT 26	NOV 28
AD SUBMISSION	DEC 7	FEB 1	APR 5	JUNE 7	AUG 9	OCT 4	DEC 6
STOCKPOT	DEC 9	FEB 4	APR 7	JUNE 9	AUG 11	OCT 6	DEC 8
ON STANDS	DEC 30	FEB 24	APR 28	JUNE 30	SEPT 1	OCT 27	DEC 29/11

print ad rates

colour ads:

	1x	3x	6x
back cover	4510	4400	4200
full page	4060	3890	3700
three quarter	3370	3250	3070
half	2390	2320	2150
third	2030	1900	1810
quarter	1640	1460	1420
sixth	1400	1325	1310
eighth	1240	1190	1120
twelfth	1170	1145	1090

black & white ads:

	1x	3x	6x
full page	3200	2980	2650
three quarter	2540	2450	2350
half	1810	1750	1650
third	1470	1400	1330
quarter	1330	1150	1060
sixth	980	900	860
eighth	800	760	730
twelfth	660	650	630

special placement requests: add 10% to the above prices

Ad cancellations must be received in writing 60 days before publication date.
For quotes on ad production or special requirements, please contact your City Palate sales rep.

PAGE TRIM SIZE: 10.5 x 13.25 INCHES. AD DIMENSIONS (WIDTH x HEIGHT IN INCHES) BELOW



FULL PAGE/W BLEED:
11 x 13.75 REQUIRED
TRIM: 10.5 x 13.25
LIVE AREA: 9.5 x 11.75



FULL PAGE
WITH MARGIN
USE LIVE AREA:
9.5 x 11.75



3/4 VERTICAL
7.062 x 11.75



1/2 HORIZONTAL
9.5 x 5.75



1/2 VERTICAL
4.625 x 11.75



1/3 VERTICAL
4.625 x 7.75



1/4 SQUARE
4.625 x 5.75



1/4 VERTICAL
2.187 x 11.75



1/6 HORIZONTAL
4.625 x 3.75



1/6 VERTICAL
2.187 x 7.75



1/8 HORIZONTAL
4.625 x 2.75



1/8 VERTICAL
2.187 x 5.75



1/12 VERTICAL
2.187 x 3.75