

new trail

The University of Alberta Alumni Magazine

ADVERTISING RATES

New Trail publishes over 125,000 copies per issue, four times per calendar year.

GST not included.

Ad size	Single Insertion	3+issue Contract
DOUBLE PAGE SPREAD	\$ 7,900.00	6,590.00
OUTSIDE BACK COVER	\$ 4,650.00*	4,100.00
INSIDE COVERS	\$ 3,645.00	3,260.00
FULL PAGE	\$ 3,310.00	2,945.00
1/2 PAGE	\$ 2,310.00	1,980.00
1/3 PAGE	\$ 1,740.00	1,395.00
1/4 PAGE	\$ 1,320.00	1,115.00
1/8 PAGE	\$ 640.00	530.00
1/16 PAGE	\$ 415.00	375.00

* Price reduced to \$4,100.00 if the magazine has a cover wrap.

Note: An additional charge of \$1,500.00 will apply to ads that require that they be stitched into the magazine.

Ad space sold on an as-available basis only. The prices quoted are for final artwork. There may be an additional charge where significant design/artwork must be supplied by **New Trail**. Advertising material may be supplied as camera-ready art (black and white ads only), or in digital format. Ads in digital form should be supplied in a standard Mac (Macintosh) graphic design format (QuarkXPress, Illustrator, In Design, etc.) with all necessary fonts and graphics (300 dpi, CMYK-colour) included. Open files preferred to PDFs. Please supply a hard copy of your ad for proofing purposes.

Advertising Agencies: please note that these are net rates; non-commissionable.

For more information, call 780-417-3464 or email bl5@ualberta.ca, attention Bonnie.

Advertisers from the University community automatically receive a 10% discount.

AD SIZES

(Width x height)

Double page spread

16.25" x 10.625"

97p6 x 63p9

(add minimum 1/8" for bleed)

Full page

7.125" x 9.167"

42p9 x 55p

Full page trim size

8.125" x 10.625"

48p9 x 63p9

(add minimum 1/8" for bleed)

1/3 Page

(Hor) 5.292" x 4.5"

31p9 x 27p

(Vert) 3.458" x 6.833"

20p9 x 41p

1/2 Page

(Hor) 7.125" x 4.5"

42p9 x 27p

(Vert) 3.458" x 9.167"

20p9 x 55p

1/4 Page

(Sq) 3.458" x 4.5"

20p9 x 27p

(Hor) 7.125" x 2.167"

42p9 x 13p

(Vert) 1.625" x 9.167"

9p9 x 55p

1/8 Page

(Hor) 3.458" x 2.167"

20p9 x 13p

(Vert) 1.625" x 4.5"

9p9 x 27p

1/16 Page

(Vert) 1.625" x 2.167"

9p9 x 13p