

Arts Commons

M A G A Z I N E R A T E C A R D 2 0 1 7

Arts Commons Magazine is the **NEW** magazine for Calgary's arts and cultural hub in the downtown core.

With six venues hosting 1,800 performances a year—from theatre, music, dance, art exhibitions, and more—Arts Commons has something for everyone's night out on the town and Arts Commons Magazine gives you the inside scoop.

Arts Commons Magazine is a **FREE** publication that features stories and a full listing of events, concerts, galleries, plays, and productions that take place in the city's gathering space. Taking readers behind the scenes with artists and creative minds, from hyper-local to international talent, the stories within stimulate senses, trigger emotions, challenge assumptions, start conversations, and open minds.

Engaging and inspiring our creative and compassionate community, Arts Commons Magazine reaches every quadrant of Calgary, distributed at more than 130 locations, including major hotels, grocery stores, coffee shops, community centres, tourist attractions, and universities. It is also available online and throughout the centre for more than 600,000 people who experience the excitement of Arts Commons!



- > **3** issues per year
- > **36 - 40** pages per issue
- > **45,000** copies printed each year
- > **FREE** online issue
- ✓ **Reserve your space today!**

BOOKING DEADLINES

SPRING/SUMMER ISSUE

(May, Jun, Jul, Aug 2017)

Book by March 1, 2017

FALL ISSUE (Sept, Oct, Nov, Dec 2017)

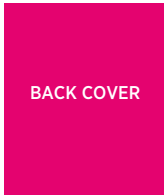
Book by July 5, 2017

WINTER ISSUE (Jan, Feb, Mar, Apr 2018)

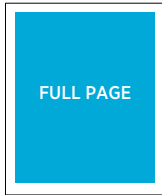
Book by October 25, 2017

For more information or to book your ad placement in our publication please contact
Jennifer Chiesa 403-294-7438 or jchiesa@artscommons.ca

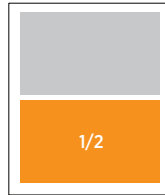
ARTS COMMONS MAGAZINE AD SIZES



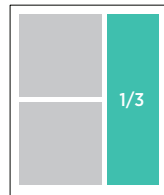
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(Plus 0.25" bleed)



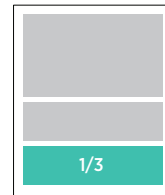
Full Page
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(No bleed)



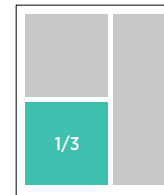
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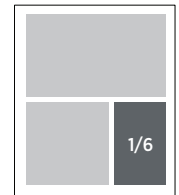
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1/3 Page Horizontal
7.25"w x 2"h



1/3 Page Square
4.295"w x 4.295"h



1/6 Page Vertical
2.67"w x 4.295"h

STANDARD RATE CARD AND BOOKING DISCOUNTS *

Space	Single Booking	2 issues	3 issues
Back Cover	\$3,050	\$2,895	\$2,745
Full Page	\$2,795	\$2,665	\$2,495
1/2 Page Horizontal	\$1,650	\$1,500	\$1,325
1/3 Page Vertical	\$1,305	\$1,175	\$1,044
1/3 Page Horizontal	\$1,305	\$1,175	\$1,044
1/3 Page Square	\$1,305	\$1,175	\$1,044
1/6 Page Vertical	\$755	\$680	\$595

* Advertising rates apply to price per insertion. Frequency discounts apply to ads run within a 12-month period. These rates are for supplied digitally complete ads. All ads are full colour. 5% GST not included. Publisher does not guarantee page placement of each ad.

SUBMITTING YOUR FILE

Preferred file format is **press-ready PDF**:

- Line art should have a minimum resolution of 300 DPI
- All fonts embedded or converted to outlines
- Embedded images must have correct resolution
- All artwork will be reproduced in CMYK
- No image compression
- Adobe Acrobat 8/9 (PDF 1.7) compatible
- Please ensure your file is labeled with your company name and date of issue.
- Submit your PDF ad material by:
 - E-MAIL:** Files smaller than 10Mb may be emailed as an attachment to kdirkson@artscommons.ca
 - FILE TRANSFER:** Files larger than 10Mb please upload to your FTP site and share with kdirkson@artscommons.ca

ARTWORK DEADLINES

SPRING/SUMMER ISSUE

(May, Jun, Jul, Aug 2017)

Book by **March 1, 2017**

Materials due March 24, 2017

FALL ISSUE (Sept, Oct, Nov, Dec 2017)

Book by **July 5, 2017**

Materials due July 31, 2017

WINTER ISSUE (Jan, Feb, Mar, Apr 2018)

Book by **October 25, 2017**

Materials due November 20, 2017

By advertising with Arts Commons Magazine, you are helping to offset the cost of providing this complimentary arts and culture publication to the enthusiastic Calgary community. Arts Commons is a registered not-for-profit organization and your valuable contributions help to ignite imagination and enable the artistic expression of all Calgarians. **Thank you for your support.**

For more information or to book your ad placement in our publication please contact
Jennifer Chiesa 403-294-7438 or jchiesa@artscommons.ca