

Thank you for advertising with *Canadian Mennonite*. The magazine reaches approximately 16,000 readers across Canada with home delivery. An additional 4,000 per week read news about Mennonites in Canada on our website. We offer paid space in three vehicles:

- *Canadian Mennonite* magazine (26 issues per year including 4 digital-only)
- CM Now, free e-newsletter (26 emails per year)
- www.canadianmennonite.org

Advertising deadlines are always Mondays. Details available at canadianmennonite.org/editorialcalendar.

Discounts are available for charities and non-profit organizations.

Display ads

Size	1 Time	3-5 Times
1/6 page	\$323	\$307
1/4 page	\$478	\$454
1/3 page	\$633	\$601
1/2 page	\$895	\$851
Inside full page	\$1,688	\$1,603
Back cover (full bleed)	\$2,127	\$2,020

*Volume discounts available for repeat ads. See details on page 2.

Digital ads

The ad appears on web pages alongside editorial content. Ads rotate positions as the browser changes web pages. Prices are a flat rate, based on a two-week cycle. Two sizes are available as listed below.

For maximum benefit, the ad is linked to a page on the advertiser's website. Submit the ad in JPG format as specified below. Do not use animation.

Ad type	Size	Price
Sidebar, small	160 pixels high x 285 pixels wide	\$80
Sidebar, medium	330 pixels high x 285 pixels wide	\$120
Sidebar, large	330 pixels high x 590 pixels wide	\$180
In-content	360 pixels high x 360 pixels wide	\$180

Email ads

Digital advertising appears in *Canadian Mennonite* publications emailed to subscribers. Banner ads are available in any digital issue or in our bi-weekly CM Now e-newsletter.

Ad type	Size	Price
CM Now	280 pixels high x 534 pixels wide	\$88
Digital Issues	280 pixels high x 534 pixels wide	\$122

For ad packages or to book your ad, contact:

Kalena Scheifele
Advertising Representative
 1-800-378-2524 ext. 224
advert@canadianmennonite.org
www.canadianmennonite.org

Classified ads

This is *Canadian Mennonite's* lowest-cost option. The ad appears in a single column and relies on the power of words to get the reader's attention. There are no graphic elements (logo or colour). This ad is often used to sell items, rent cottages, promote travel opportunities, and publicize support groups.

\$1.09/word based on Microsoft Word's count

Employment ads

This two-column ad (3.5 inches wide) allows for the use of a logo and colour. In addition to the job title and description, consider including the submission deadline, the start date, a URL for more information, and the name of a person to contact.

\$88/column inch (3.5 inches wide)

Inserts

The advertiser supplies the insert (all pages 8x10.5 or less), based on *Canadian Mennonite's* specifications. There may be additional costs if the weight of the insert puts the publication over Canada Post weight limits. Please contact us for details.

Single 4x5 card	\$1,200
Brochure or booklet	\$1,920

Sponsored space / Supplements

Supplements give opportunity for church-related organizations to promote their work and vision. The camera-ready supplement is provided by the advertiser and printed on the pages of *Canadian Mennonite*.

Pages per year	Cost per page
1-4 pages	\$1,400
5-8 pages	\$1,175
9-12 pages	\$889

*See page 3 for definitions

Volume discounts

Canadian Mennonite offers three discount options.

Option 1 applies when ads are booked to run multiple times.

3 - 5 printings	6 - 10 printings	11 - 15 printings	16 - 24 printings
5% discount	10% discount	15% discount	20% discount

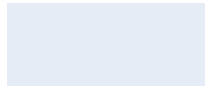
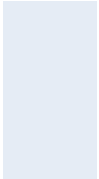
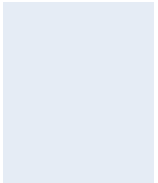
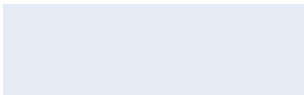
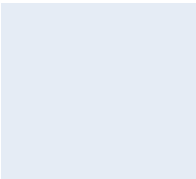
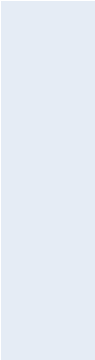
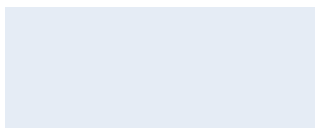
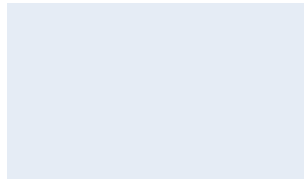
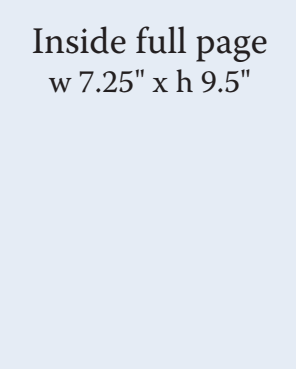
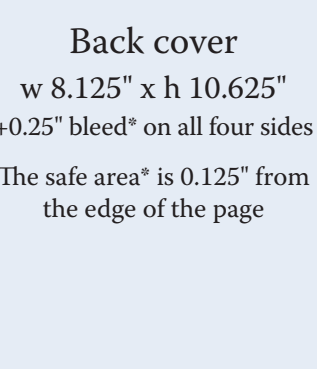
Option 2 allows for mixing and matching of ad types. The level of commitment sets the discount rate for the rest of the year. The discounts are established based on the following thresholds:

\$6,000	\$9,000	\$12,000	\$15,000
5% discount	10% discount	15% discount	20% discount

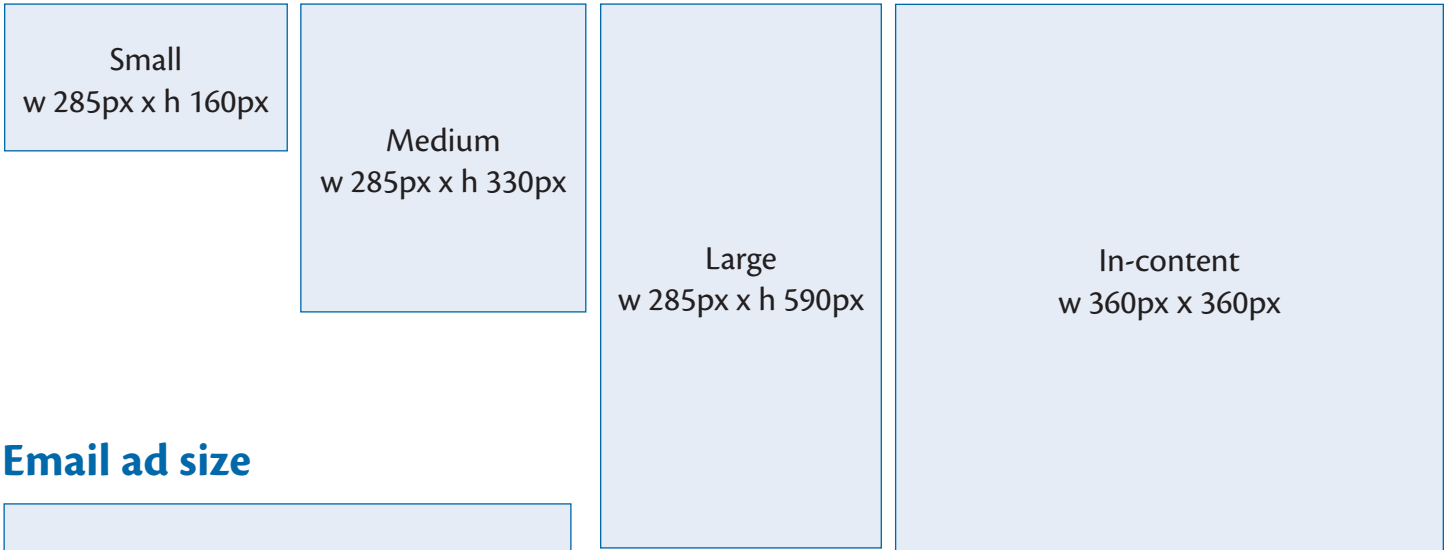
Option 3 is for charitable organizations and functions in the same way as option 2.

\$4,000	\$6,000	\$8,000	\$10,000
5% discount	10% discount	15% discount	20% discount

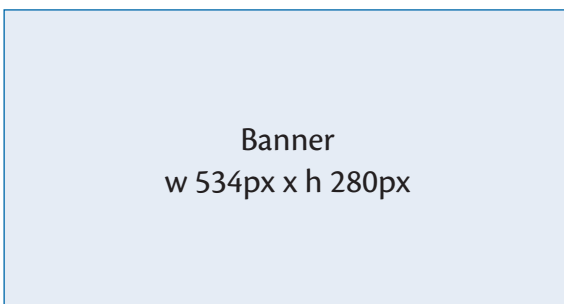
Display ad sizes

 <p>1/6 page horizontal w 4.75" x h 2.125"</p>  <p>1/6 page vertical w 2.25" x h 4.5"</p>	 <p>1/4 page standard w 3.625" x h 4.5"</p>  <p>1/4 page (3-col.) w 7.25" x h 2.29"</p>	 <p>1/3 page standard w 4.75" x h 4.5"</p>	 <p>1/3 page vertical w 2.25" x h 9.125"</p>
 <p>1/3 page (3-col.) w 7.25" x h 3.05"</p>	 <p>1/2 page w 7.25" x h 4.5"</p>	 <p>Inside full page w 7.25" x h 9.5"</p>	 <p>Back cover w 8.125" x h 10.625" +0.25" bleed* on all four sides The safe area* is 0.125" from the edge of the page</p>

Online ad sizes



Email ad size



Back page ads

Back page ads allow for an edge to edge print on the back cover of the magazine. To achieve this, there are two things to keep in mind; the bleed, and the safe area.

Bleed

Because offset printing is not a 100% precise technology, you must print beyond the trimming line so that there is no unprinted area visible after the page is cut. This means adding 0.25" beyond the printed area to each edge of the page.

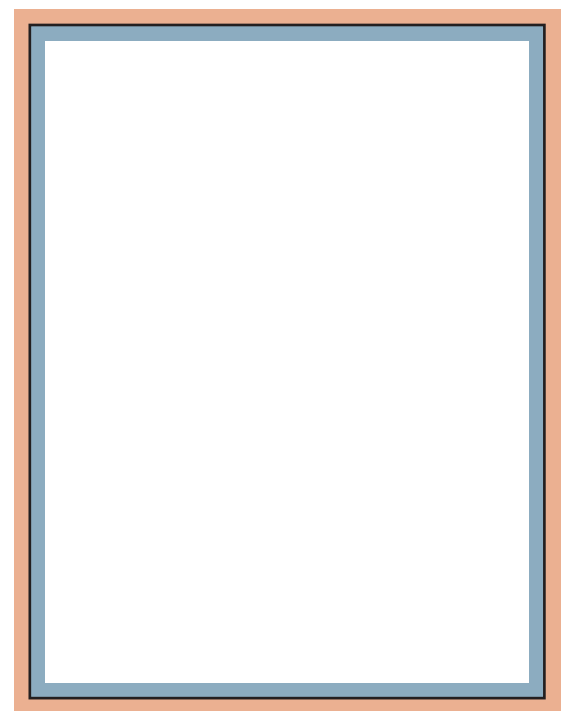
The bleed should not contain anything of consequence.

This would make the total document size 0.5" wider and 0.5" taller than the final page size. In the case of a back page ad, that would make the total document size 8.625" x 11.125".

Safe area

The safe area is also necessary because of the imprecise nature of the printing process. Text, logos and other important graphics should be placed in the area within the safe area to make sure that they do not get cut off.

The safe area is the zone 0.25" from each edge of the page. This makes the area of the page that can contain important information 0.5" narrower and 0.5" shorter than the page size. In the case of a back page ad, that would be 7.625" x 10.125".



- Bleed** - Background graphics, patterns or photos should extend to the edge of this area.
- Safe area** - Critical elements should not extend outside of the white area.