

2021 RATE CARD

FIFTY-FIVE PLUS

Lifestyle Magazine

Ottawa Net Advertising Rates

Size	1 Issue	3 Issues	6 Issues	8 Issues
Full Page	\$3,000	\$2,800	\$2,500	\$2,400
1/2 Page (Horizontal)	\$1,725	\$1,625	\$1,525	\$1,425
1/2 Page (Vertical)	\$1,925	\$1,825	\$1,725	\$1,625
1/2 Page Strip	\$1,925	\$1,825	\$1,725	\$1,625
1/4 Page	\$975	\$925	\$800	\$750

Ottawa Valley Net Advertising Rates

Size	1 Issue	3 Issues	6 Issues	8 Issues
Full Page	\$1,695	\$1,595	\$1,295	\$1,095
1/2 Page (Horizontal)	\$1,095	\$995	\$795	\$695
1/2 Page (Vertical)	\$1,295	\$1,195	\$995	\$895
1/2 Page Strip	\$1,295	\$1,195	\$995	\$895
1/4 Page	\$695	\$595	\$495	\$395

Kingston/Quinte Net Advertising Rates

Size	1 Issue	3 Issues	6 Issues	8 Issues
Full Page	\$2,200	\$2,000	\$1,725	\$1,625
1/2 Page (Horizontal)	\$1,470	\$1,270	\$1,070	\$980
1/2 Page (Vertical)	\$1,670	\$1,470	\$1,270	\$1,180
1/2 Page Strip	\$1,670	\$1,470	\$1,270	\$1,180
1/4 Page	\$950	\$750	\$650	\$625

GTA Net Advertising Rates

Size	1 Issue	3 Issues	6 Issues	8 Issues
Full Page	\$2,200	\$2,000	\$1,725	\$1,625
1/2 Page (Horizontal)	\$1,470	\$1,270	\$1,070	\$980
1/2 Page (Vertical)	\$1,670	\$1,470	\$1,270	\$1,180
1/2 Page Strip	\$1,670	\$1,470	\$1,270	\$1,180
1/4 Page	\$950	\$750	\$650	\$625

Ontario Net Advertising Rates

Size	1 Issue	3 Issues	6 Issues	8 Issues
Full Page	\$5,900	\$5,400	\$4,900	\$4,400
1/2 Page (Horizontal)	\$3,500	\$3,300	\$3,000	\$2,800
1/2 Page (Vertical)	\$3,700	\$3,500	\$3,200	\$3,000
1/2 Page Strip	\$3,700	\$3,500	\$3,200	\$3,000
1/4 Page	\$2,000	\$1,800	\$1,500	\$1,300

- Rates are per insertion and include process colour
- Guaranteed positions add 30%
- Inserts, outserts, reply cards: Rates upon request
- Additional charge for file edits and colour separations

Advertising Deadlines

Issue	Ads Due	Distribution
Jan/Feb	Jan 13	Jan 28
March/April	Mar 3	Mar 18
May	Apr 20	May 6
June	May 19	June 3
July/Aug	June 30	July 15
Sept	Aug 18	Sept 2
Oct	Sept 22	Oct 7
Nov/Dec	Nov 3	Nov 18