

# 2020 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 10	Jan 31
March/April	Mar 2	Mar 20
May	Apr 17	May 8
June	May 15	June 5
July/Aug	June 26	July 17
Sept	Aug 14	Sept 4
Oct	Sept 18	Oct 9
Nov/Dec	Oct 30	Nov 20