



# Advertising Rate Card

All advertising inquiries can be sent to: (204) 947-6511 [info@mbeconetwork.org](mailto:info@mbeconetwork.org)

Since 1991, the Eco-Journal has been Manitoba's premier environmental news publication. The Journal is published quarterly in January, April, June, and September, and is distributed largely in Winnipeg, with reach across all major sections of Manitoba - including Churchill, Brandon, Portage la Prairie, Stonewall, Elie, La Salle, and more.

Total Readership is approximately 5,000 per issue. Because the Journal is subscription-based it is largely a demand distribution publication, which means a high level of reader engagement. The Eco-Journal gives you, the advertiser, a unique opportunity to showcase your green side to an environmentally-conscious demographic.

## Eco-Journal advertising rates as of January 2015:

Ad	Inches (width/height)	Picas (width/height)	Rate
Business card	3.65" x 2.25"	21p11 x 13p6	\$60.00
Business card plus (1/6 page)	3.65" x 3.25"	21p11 x 19p6	\$80.00
Quarter page	3.65" x 4.75"	21p11 x 28p6	\$100.00
6 inch column	3.65" x 6"	21p11 x 36p0	\$90.00
One third page	5" x 4.75"	30p0 x 28p6	\$125.00
Half page	7.6" x 4.75"	45p7 x 28p6	\$170.00
Full page	7.6" x 10.25"	45p7 x 61p6	\$265.00
Back page	7.6" x 9"	45p7 x 54p	\$375.00

### File Versions:

Please submit files in these print-ready formats:

- PDF
  - Adobe Illustrator (.eps or .ai)
  - Adobe Photoshop (.jpg, .eps or .psd)
- All files should be 300 dpi (dots per inch) @ 100%.

Microsoft Word files (.doc) will NOT be accepted.

Word files should be exported out as PDFs

Discounts: Purchase five same-sized ads for the price of four. Members of Manitoba Eco-Network receive a 15% discount.

Note: Front and back cover ads are full colour, interior ads appear black and white in print; all ads appear full colour online. The deadline for camera-ready ads is the 3rd of December, March, May, and August. Camera-ready ads can be modified/enhanced for a competitive fee.

Manitoba Eco-Network reserves the discretion to refuse any advertising it deems as contrary to the goals and objectives of the organization. Final discretion rests with the Manitoba Eco-Network Steering Committee.