



20 19 RATE CARD



**Supporting the visions of entrepreneurs
one story at a time.**

For over 28 years, *Business in Calgary* has been publishing dynamic articles about the people, trends and events that make Calgary a prominent business centre in the west.

Every month we promote the entrepreneurial spirit of our city by showcasing the best within our pages, from start-up companies to corporate giants.

Together with the business community, we deliver this concept to our readers each month.



BUSINESS
IN CALGARY

AD Specs

COMPATIBILITY INFORMATION

Technical Requirements

- Please submit as a high resolution .pdf, or a collected InDesign file (supply fonts, and supporting images saved as .eps or .tif - CMYK at 300 dpi)
- *Business in Calgary* is on a Mac platform, running Adobe Photoshop, Illustrator and InDesign software.
- Please e-mail graphics@businessincalgary.com for further assistance.



Ad Dimensions

Space Size	Picas	Width	Height	Inches	Width	Height
Double Page Spread Bleed	97p6	67p6		16.25"	11.25"	
Double Page Spread Trim	94p6	64p6		15.75"	10.75"	
Double Page Spread Image Area	88p6	58p6		14.75"	9.75"	
Double 1/2 Page Spread Image Area	88p6	28p6		14.75"	4.75"	
Full Page Bleed Size	50p3	67p6		8.375"	11.25"	
Full Page Trim Size	47p3	64p6		7.875"	10.75"	
Full Page Image Area	41p3	58p6		6.875"	9.75"	
2/3 Page Vertical	27p0	58p6		4.5"	9.75"	
1/2 Page Vertical	19p10.5	58p6		3.3125"	9.75"	
1/2 Page Horizontal	41p3	28p6		6.875"	4.75"	
1/3 Page Vertical	12p9	58p6		2.125"	9.75"	
1/3 Page Island	27p0	28p6		4.5"	4.75"	
Horizontal Banner	41p3	9p0		6.875"	1.5"	

Web: _____

Side Box

300 pixels x 386 pixels

Leaderboard

728 pixels x 90 pixels

E-Blast

140 pixels x 525 pixels

Editorial

DEADLINE CALENDAR FOR 2019*

January 2019

- Private Schools (with directory)
 - Corporate Health, Wellness & Rejuvenation
 - Oil & Gas
 - Financial Planning
- * Early deadlines

Space Closing

November 23, 2018

Ad Copy Deadline

November 30, 2018

February 2019

- Education MBA
 - Event Planning & Catering
 - Investing
 - RRSP, TFSA & Tax Planning
 - Construction
- * Early deadlines

Space Closing

December 21, 2018

Ad Copy Deadline

January 7, 2019

March 2019

- BOMA Calgary News
- Alternative Energy
- Cyber Security
- Real Estate
- Golf

Space Closing

January 30, 2019

Ad Copy Deadline

February 6, 2019

April 2019

- Human Resources
- Commercial Real Estate
- Environmental Stewardship
- Recreation & Investment Real Estate
- Succession Planning
- Health Care
- Golf
- Calgary Auto & Truck Show

Space Closing

February 25, 2019

Ad Copy Deadline

March 4, 2019

May 2019

- Tourism & Travel
- Natural Resources
- Transportation & Distribution
- Business Technology
- Risk Management
- Construction

Space Closing

March 29, 2019

Ad Copy Deadline

April 5, 2019

June 2019

- BOMA Calgary News
- Agriculture
- Oil and Gas
- Workplace Health & Safety
- Management & Professional Services

Space Closing

April 26, 2019

Ad Copy Deadline

May 3, 2019

July 2019

- Business in Calgary Leaders Awards *Special Distribution
- Oil Sands
- Commercial Leasing
- Calgary Stampede - Chuckwagons

Space Closing

May 24, 2019

Ad Copy Deadline

May 31, 2019

August 2019

- Head Offices
- Arts & Culture
- Dress for Success
- Construction
- Training & Education

Space Closing

June 28, 2019

Ad Copy Deadline

July 5, 2019

September 2019

- BOMA Calgary News
- Small Business Week Preview
- Oil & Gas
- Corporate Health, Wellness & Rejuvenation
- Real Estate

Space Closing

July 29, 2019

Ad Copy Deadline

August 6, 2019

October 2019

- Small Business Week
- Event Planning & Catering
- Real Estate
- Business Technology
- Recreation & Investment Real Estate

Space Closing

September 3, 2019

Ad Copy Deadline

September 9, 2019

November 2019

- Human Resources
- Jr. Achievement - Hall of Fame *Special Distribution
- Succession Planning
- Health Care
- Construction
- Risk Management Insurance
- Cannabis

Space Closing

September 30, 2019

Ad Copy Deadline

October 7, 2019

December 2019

- BOMA Calgary News
- Philanthropy & Corporate Social Responsibility
- Continuing Education
- Banking
- Management & Professional Services

Space Closing

November 1, 2019

Ad Copy Deadline

November 8, 2019

Visit BusinessInCalgary.com to view our current issue. Our website is updated the first business day of each month. All ads are linked to advertisers' websites. *Content and dates subject to change.



BUSINESS IN CALGARY



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BUSINESS IN CALGARY MAGAZINE

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