

Ultimate Guide

to Retirement Living



2018
Media Kit



www.coylepublishing.com

Reach the vibrant and affluent older market by including your company in our comprehensive guide to Retirement Living.

The Ultimate Guide to Retirement Living contains essential information on government services, retirement residences, health care, legal services, local activities and more.

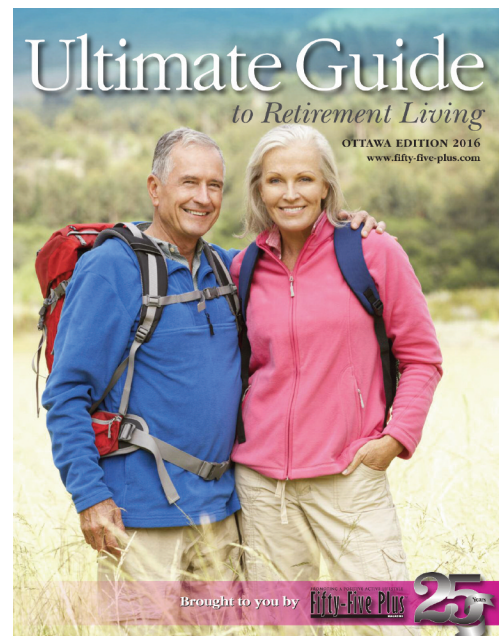
There's nothing else like this guide available to seniors in Ottawa which is why it is truly the Ultimate Guide to Retirement Living.

2018 Advertising Deadlines

Booking	March 13, 2018
Material	March 20, 2018
Distribution	April 11, 2018

2018 Net Advertising Rates

Full page:	\$1,995
Half Page	\$1,295



- 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

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Advertising Mechanical Dimensions

Size	W	H
Full Page (Trim)	8.125"	10.5"
(add minimum 4mm on all sides for full page bleed)		
Full Page (Non Bleed)	7.042"	9.625"
1/2 Vertical	4.625"	7.062"

Accepted File Types

PDF FILES: Ads should be submitted as press-ready PDF files. Please embed all fonts, and convert all photos and spot colors to CMYK. Photos and graphics files used in the PDF should be at a resolution of 300 dpi or higher — at the size which they are used in the PDF.

TIFF or JPG files: Should be supplied at a resolution of 300 dpi or higher at the size which they are intended to print.

On bleed ads add minimum 4mm bleed to trim-size, on all sides.



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