

Ultimate Guide

to Retirement Living

2021
Media Kit



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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 retirement residences, City of Ottawa, Ottawa Police Services and Ottawa Public Health.

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

Ottawa 2021
Spring Edition

Booking	March 31, 2021
Distribution	April 15, 2021

Ottawa 2021
Fall Edition

Booking	October 20, 2021
Distribution	November 4, 2021

2021 Net Advertising Rates

	One Edition	Two Editions
Full page:	\$1,995	\$1695
Half Page	\$1,295	\$1095
Quarter Page	\$795	\$695

- 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 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"
Half Page Horizontal	7.042"	4.633"
Quarter Page	3.418"	4.633"

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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