Ultimate Guide

to Retirement Living







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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 2023
Spring Edition

Booking April 3, 2023

Distribution April 20, 2023

Ottawa 2023

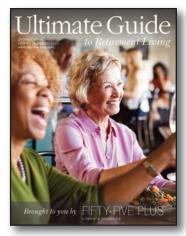
Booking October 17, 2023

Distribution November 2, 2023



	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	Н
Full Page (Trim)	8.125"	10.5"
(add minimum 4mm on all sid	es 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.



Coyle Publishing, 67 Neil Avenue, Stittsville ON K2S IB9 • T: 613-271-8903 • F: 613-271-8905