

The Fiddlehead Advertising Rates and Schedule for 2010-2011

Frequency: 4 times per year

Single copy price: \$10.00 for regular issues (\$15.00 for the special summer issue)

Size: 6" x 9" bound journal

To book an ad for an upcoming issue contact fiddlehd@unb.ca or call 506.453.3501.

To guarantee placement in a given issue, please reserve space by the booking date indicated below. If space is still available, we may be able to place your ad after the booking date has passed. If you are interested in trying your luck, get in touch by the absolute cut-off date (below).

Ad Schedule

ISSUE	Booking date for guaranteed placement	Absolute cut-off date (if space available)	Distribution Date
245 (Autumn 2010)	15 July	15 August	15 October
246 (Winter 2011)	15 October	15 November	15 January
247 (Spring 2011)	15 January	15 February	15 April
248 (Summer 2011)	15 April	15 May	15 July
249 (Autumn 2011)	15 July	15 August	15 October

Current Rates (HST incl.)

Ad Size:	1 X	2 X	3 X	4 X
Full page (4.5" W x 7" H)	\$225	\$200 per	\$180 per	\$160 per
Half page (4.5" W x 3.5" H)	\$150	\$130 per	\$120 per	\$100 per
Half page (2.25" W x 7" H)	\$150	\$130 per	\$120 per	\$100 per
Inside cover (front or back)	\$300	\$275 per	\$225 per	\$200 per

Discounts apply to multiple ads booked together before the booking date for the first ad. Contact us for information on other ad sizes, inserts, or other specific advertising requests. **Ads paid for by the absolute cut-off date will receive a 10% discount.**

Ad space is also available on an exchange basis; please confirm availability by the booking dates indicated.

All ads print in black ink only. Please see specifications below.

Ad specifications: Please supply your ad in one of the following formats: PDF, TIFF, JPG, or EPS. All fonts converted outlines. Files must be supplied at actual size, at 300 dpi resolution, in B&W. (RGB files will be converted to greyscale.) Ad sizes are indicated in Ad Insertion Rates table.

Inserts \$.10 per piece