

The Fiddlehead Advertising Rates and Schedule for 2012

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 ad artwork due date (below).

Ad Schedule

ISSUE	Booking date for guaranteed placement	Ad artwork due date	Distribution Date
250 (Winter 2012)	15 October	15 November	15 January
251 (Spring 2012)	15 January	15 February	15 April
252 (Summer 2012)	15 April	15 May	15 July
253 (Autumn 2012)	15 July	15 August	15 October
254 (Winter 2013)	15 October	15 November	15 January
255 (Spring 2013)	15 January	15 February	15 April

Current Rates

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

HST not included in advertising rates. 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 by the artwork due 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 Current Rates table.

Inserts \$.10 per piece