

Editorial Calendar 2019

Issue	Space Closing	Material Closing
SPRING	February 22, 2019	March 1, 2019
FALL	August 16, 2019	August 23, 2019

Advertising Rates (Gross Rates)

4-COLOUR	1X	2X
Full Page	\$3,860	\$3,670
2/3 Page Vert.	3,475	3,300
1/2 Page Island	3,280	3,115
1/2 Page Horiz.	2,895	2,750
1/3 Page	2,510	2,385
1/4 Page Vert.	2,125	2,020
DPS	6,560	6,230
OBC	4,825	4,585
IFC/IBC	4,635	4,405

B&W	1X	2X
Full Page	\$2,925	\$2,780
2/3 Page Vert.	2,635	2,505
1/2 Page Island	2,195	2,085
1/2 Page Horiz.	1,900	1,805
1/3 Page	1,465	1,395
1/4 Page Vert.	1,170	1,115
DPS	5,265	5,000

Bleed: no extra charge
 Inserts: rates on request
 Second or Matched Colours: rates on request
 Special Position: 25% surcharge

Dimensions (Inches)	Width	Depth
Trim Full Page	8.375 x	10.875
Live Area Full Page	7.125 x	9.625
Bleed Full Page	8.625 x	11.125
2/3 page vertical	4.7 x	9.625
1/2 page island	4.7 x	7.5
1/2 page horizontal	7.125 x	4.875
1/3 page vertical	2.25 x	9.625
1/3 page square	4.75 x	4.875
1/4 page vertical	3.312 x	4.875
DPS	16.25 x	10.875

*BONUS Distribution

1,000 additional copies of the spring issue will be distributed to attendees at the Congress of the Humanities and Social Sciences

Reach academic decision makers online year-round!

www.academicmatters.ca
 Averages **12,000 pageviews every month.**

Source: Google Analytics January 2018-August 2018

Ask about Sponsored Book Reviews

Online Ad Rates (Net)

# OF DAYS	1 ad	2 ads	3 ads	4 ads	5 ads
30	\$360	\$670	\$980	\$1,445	\$1,445
60	\$530	\$990	\$1,440	\$2,125	\$2,125
90	\$660	\$1,225	\$1,780	\$2,635	\$2,635
120	\$725	\$1,345	\$1,950	\$2,890	\$2,890

Ad Dimensions

Format: JPG and GIF

Rectangle

300 x 250

Job Postings Rates (Net)

Format: Microsoft Word

# OF DAYS	1 job	3 jobs	5 jobs	10 jobs
30	\$255	\$625	\$1,020	\$1,785
60	\$425	\$1,040	\$1,700	\$2,975
90	\$555	\$1,350	\$2,210	\$3,870
120	\$665	\$1,625	\$2,655	\$4,640

mechanical requirements

ELECTRONIC MATERIAL: Digital files only. **PDF/X-1a files are preferred.** Alternate acceptable formats include: Macintosh format, InDesign CC, Illustrator CC, Photoshop CC, QuarkXPress 9, (or earlier). Include all fonts and high-resolution images (300 dpi files for best resolution) in TIFF or EPS format **(CMYK only)**. **To ensure the accuracy of all advertisements, a full-size colour proof must be provided.** The publisher shall not be liable for any advertisements received without a colour proof.

FILE TRANSFER MEDIA: DVD, CD, FTP or e-mail. Smaller files can be e-mailed up to a maximum file size of 10MB. Send to chimes@dvtail.com

FTP Site: <ftp.dvtail.com>. Please send an e-mail to ftp@dvtail.com for password information for the *Academic Matters* FTP site.

DESIGN SERVICES: Complete design services are available at an additional charge. For details, please contact: Roberta Dick, robertad@dvtail.com or Crystal Himes, chimes@dvtail.com or call 905.886.6640

Terms & Conditions

AGENCY COMMISSION: Fifteen per cent (15%) of gross to recognized agencies.

TERMS: Net 30 days. Two per cent (2%) per month interest on overdue accounts. Our published rates do not include applicable taxes, which will be added in invoices and clearly identified.

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