

2022 EDITORIAL CALENDAR



MILITARY HEALTH MATTERS
Medical trends and research



FACE TO FACE
Debates over controversial questions from our history



HEROES AND VILLAINS
Celebrated and notorious adversaries



ARTIFACTS
Fascinating relics from military history



O CANADA
Tales of deeds and people who shaped our country



HUMOUR HUNT
Amusing stories from our readers



ON THIS DATE
Highlights of historic events, day-by-day



IN THE NEWS
In-depth coverage of Canadian communities, veterans benefits and today's military news

Issue	Space Closing Date	Material Due Date
January/February 2022	November 16, 2021	November 18, 2021
March/April 2022	January 17, 2022	January 19, 2022
May/June 2022	March 16, 2022	March 18, 2022
July/August 2022	May 16, 2022	May 18, 2022
September/October 2022	July 15, 2022	July 18, 2022
November/December 2022	September 16, 2022	September 19, 2022
January/February 2023	November 15, 2022	November 17, 2022

2022 RATES

NATIONAL RATES (gross rates)	A RATE	B RATE	C RATE
Four Colour	1-2 times	3-5 times	6+ times
Double page spread	\$25,634	\$23,819	\$22,784
1 page	\$13,494	\$12,539	\$11,994
2/3 or 1/2 page island	\$10,125	\$9,408	\$8,999
1/2 page	\$8,775	\$8,154	\$7,799
1/3 page	\$6,072	\$5,642	\$5,396
1/6 page	\$3,340	\$3,104	\$2,969
Black and one process colour			
Double page spread	\$24,197	\$22,484	\$21,506
1 page	\$12,735	\$11,833	\$11,319
2/3 or 1/2 page island	\$9,553	\$8,877	\$8,491
1/2 page	\$8,276	\$7,690	\$7,356
1/3 page	\$5,731	\$5,325	\$5,094
1/6 page	\$3,152	\$2,928	\$2,801
Black and White			
Double page spread	\$21,764	\$20,223	\$19,344
Full page	\$11,456	\$10,645	\$10,182
2/3 or 1/2 page island	\$8,583	\$7,975	\$7,629
1/2 page	\$7,445	\$6,918	\$6,617
1/3 page	\$5,160	\$4,795	\$4,586
1/6 page	\$2,868	2,665	\$2,549
1/12 page	\$1,473	\$1,369	\$1,309
per agate line	\$44	\$41	\$39
1" minimum	\$595	\$553	\$529

Legion Magazine conforms to the recommended standard specifications for advertising material for magazines printed wet-process web offset, as outlined in Canadian Advertising Rates & Data.
Contact your rep for French Supplement rates

REGIONAL RATES (gross rates)	WESTERN	EASTERN	ATLANTIC & QUEBEC	ONTARIO
Four Colour	<i>Manitoba & points west</i>	<i>Ontario & points east</i>		
Double page spread	\$19,159	\$19,936	\$17,605	\$18,382
1 page	\$10,086	\$10,494	\$9,268	\$9,677
2/3 or 1/2 page island	\$7,567	\$7,874	\$6,954	\$7,261
1/2 page	\$6,558	\$6,824	\$6,027	\$6,292
Black and one process colour				
Double page spread	\$18,085	\$18,818	\$16,618	\$17,351
1 page	\$9,518	\$9,904	\$8,746	\$9,132
2/3 or 1/2 page island	\$7,140	\$7,429	\$6,561	\$6,850
1/2 page	\$6,186	\$6,436	\$5,684	\$5,935
Black & White				
Double page spread	\$16,266	\$16,926	\$14,947	\$15,607
1 page	\$8,562	\$8,909	\$7,868	\$8,215
2/3 or 1/2 page island	\$6,415	\$6,675	\$5,895	\$6,155
1/2 page	\$5,565	\$5,790	\$5,113	\$5,339

DIMENSIONS (width x height)	
Ad Format	Measurements
Double page spread	Trim - 15" x 10.875" Bleed - 15.25" x 11.125"
Full page	Trim - 7.5" x 10.875" Bleed - 7.75" x 11.125"
2/3 page	Trim - 4.275" x 9.725"
1/2 page island	4.275" x 7.375"
1/2 page	6.5" x 4.475"
1/3 page vert.	2.0425" x 9.725"
1/3 page sq.	4.275" x 4.75"
1/3 page horiz.	6.5" x 3.25"
1/6 page vert.	2.0425" x 4.75"
1/6 page horiz.	4.275" x 2.4375"
1/12 page	2.0425" x 2.4375"

ONLINE ADVERTISING RATES (net rates)		
Banner Ads		
Leaderboard <i>top of page* prime position</i>	1120 x 167	CPM \$31.69 net
Leaderboard Mobile	340 x 116	
Feature banner	1120 x 120	CPM \$21.34 net
Square	307 x 307	CPM \$12.06 net
Skyscraper Ads		
Skyscraper	200 x 600	CPM \$14.07 net
Half Skyscraper	200 x 300	CPM \$10.05 net

* Requires second size to be effective on mobile device.

All ads must be RGB, JPEG or GIF format. No rotation on Feature Banner ads, Skyscraper and Banner ads have maximum rotation of six.

**Based on a minimum buy of two months.
 Based on 45,000 impressions per month.**

MUST PRE-PAY			
MARKETPLACE (net rates)			
Black and White	1-2 x	3-5 x	6+ x
1/6 page (2.0425" x 4.75")	\$2,010	\$1,867	\$1,786
1/12 page (2.0425" x 2.4375")	\$1,032	\$959	\$917
1/24 page (2.0425" x 1.1875")	\$536	\$498	\$476

**OPPORTUNITIES
 TO CONNECT YOUR
 MESSAGING WITH
 OUR READERSHIP.**

ADVERTISING SPECIFICATIONS

Terms and Conditions

AGENCY COMMISSION

Fifteen percent (15%) of gross to recognized agencies.

TERMS

Net 30 days or as contracted. One percent (1%) per month interest on overdue accounts.

TAXES

Our published rates do not include applicable taxes, which will be added to invoices and clearly identified.

PUBLISHER CONDITIONS

Advertising material is subject to approval by the publisher. If an advertiser's contract is not fulfilled as specified, the advertiser agrees to pay the resulting short rates back to the best earned space rate applicable. Cancellations and space changes not accepted after closing date. Mail or fax contracts/insertion orders and material to:

Dovetail Communications Inc.

30 East Beaver Creek Road, Suite 202

Richmond Hill, ON L4B 1J2

Tel: 905-886-6640 Fax: 905-886-6615

E-MAIL legion@dvtail.com **WEBSITE** www.dvtail.com

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 (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

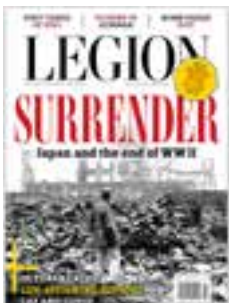
DVD, CD, FTP or e-mail. Smaller files can be e-mailed up to a maximum file size of 10MB.

Send to design@dvtail.com and chimes@dvtail.com.

DESIGN SERVICES

Complete design services are available at an additional charge.

For details, please contact: Crystal Himes, chimes@dvtail.com, Tel: 905-886-6640



SALES CONTACT

Dovetail Communications Inc.
30 East Beaver Creek Road, Suite 202
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LEGION

CANADA'S MILITARY HISTORY MAGAZINE

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✉ magazine@legion.ca

🐦 [@Legion_Magazine](#)

ADVERTISING

DOVETAIL

COMMUNICATIONS

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🌐 www.dvtail.com

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