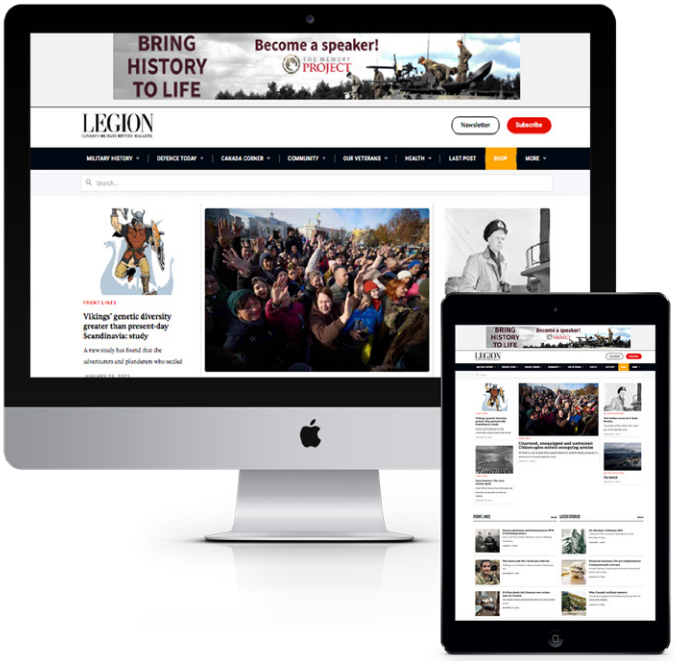
LEGION
CANADA'S MILITARY HISTORY MAGAZINE

ONLINE
UNLEASH THE POWER OF AN INTEGRATED ADVERTISING CAMPAIGN

67% of readers would make purchases on the *Legion Magazine* website*



DIGITAL AD SIZES AND RATES

Rates based on one month

Leaderboard (prime position)
$1,447

Feature banner
$975

Skycraper
$642

Sidebar Square
$818

Article top
$1,272

In-article
$1,136

Half Skycraper
$459

Home page square
$364

Banner above footer
$227

POWERFUL DIGITAL REACH**

848,622
AVERAGE MONTHLY HITS

15,057
AVERAGE PAGE VISITS PER DAY

3,925
AVERAGE PAGES PER VISIT

ARTWORK DIMENSIONS

Leaderboard	Display 1120 x 167	Artwork 2240 x 334
Feature Banner	Display 1120 x 167	Artwork 2240 x 334
Skyscraper	Display 303 x 872	Artwork 606 x 1744
Half Skyscraper	Display 303 x 436	Artwork 606 x 872
Sidebar Square	Display 400 x 400	Artwork 800 x 800
Article top	Display 800 x 167	Artwork 1600 x 334
In-article	Display 800 x 167	Artwork 1600 x 334
Home page square	Display 307 x 307	Artwork 614 x 614
Ad banner above footer	Display 1120 x 167	Artwork 2240 x 334

Sources: **Legion Magazine* 2022 Reader Survey,
***Webtracking January-February 2023

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

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EDITORIAL CALENDAR 2024

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 2024	November 20	November 23
March/April	January 15	January 17
May/June	March 11	March 13
July/August	May 21	May 23
September/October	July 15	July 17
November/December	September 16	September 18
January/February 2025	November 18	November 20

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2024 RATES

NATIONAL RATES (gross rates)	A RATE	B RATE	C RATE
Four Colour	1-2 times	3-5 times	6+ times
Double page spread	$26,020	$24,178	$23,126
1 page	$13,697	$12,728	$12,174
2/3 or 1/2 page island	$10,277	$9,550	$9,135
1/2 page	$8,907	$8,276	$7,917
1/3 page	$6,163	$5,727	$5,478
1/6 page	$3,390	$3,150	$3,013
Black and one process colour			
Double page spread	$24,561	$22,822	$21,830
1 page	$12,926	$12,011	$11,489
2/3 or 1/2 page island	$9,697	$9,010	$8,618
1/2 page	$8,401	$7,806	$7,466
1/3 page	$5,817	$5,405	$5,170
1/6 page	$3,199	$2,973	$2,843
Black and White			
Double page spread	$22,091	$20,527	$19,635
1 page	$11,628	$10,805	$10,335
2/3 or 1/2 page island	$8,712	$8,095	$7,743
1/2 page	$7,557	$7,022	$6,717
1/3 page	$5,238	$4,867	$4,655
1/6 page	$2,911	$2,705	$2,588
1/12 page	$1,495	$1,389	$1,329
per agate line	$45	$42	$40
1" minimum	$604	$561	$537

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 sales representative for French Supplement rates.

REGIONAL RATES (gross rates)	WESTERN	EASTERN	ATLANTIC & QUEBEC	ONTARIO
Four Colour	*Manitoba & points west*	*Ontario & points east*		
Double page spread	$19,447	$20,236	$17,870	$18,659
1 page	$10,237	$10,652	$9,407	$9,822
2/3 or 1/2 page island	$7,681	$7,993	$7,058	$7,370
1/2 page	$6,657	$6,927	$6,117	$6,387
Black and one process colour				
Double page spread	$18,357	$19,101	$16,868	$17,613
1 page	$9,661	$10,053	$8,878	$9,269
2/3 or 1/2 page island	$7,247	$7,541	$6,660	$6,953
1/2 page	$6,279	$6,533	$5,770	$6,024
Black & White				
Double page spread	$16,511	$17,180	$15,172	$15,842
1 page	$8,691	$9,043	$7,986	$8,338
2/3 or 1/2 page island	$6,512	$6,776	$5,984	$6,248
1/2 page	$5,648	$5,877	$5,190	$5,419

DIMENSIONS	(width x height)
Ad Format	Measurements
Double page spread	Trim - 15" x 10.875" Bleed - 15.25" x 11.125"
1 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"

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")	$2,040	$1,895	$1,813
1/12 page (2.0425" x 2.4375")	$1,048	$974	$931
1/24 page (2.0425" x 1.1875")	$544	$505	$483

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.
205 Riviera Drive, Unit 1
Markham, ON L3R 5J8
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 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 ext 331

SALES CONTACTS

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