

THE FLAVOUR OF CALGARY'S FOOD SCENE SINCE 1993

city palate

CITYPALATE.CA

WEB ADS

City Palate magazine can be read online, which means our readership keeps on growing! Advertising online provides another effective opportunity for you to reach Calgary's foodies and far beyond. The City Palate web site features department and feature articles from the issue, a searchable recipe library (updated each issue), as well as upcoming food and drink events (updated weekly).

The screenshot shows the City Palate website interface. At the top left is the logo with the tagline 'THE FLAVOUR OF CALGARY'S FOOD SCENE SINCE 1993'. To its right is a yellow leaderboard ad box labeled 'LEADERBOARD AD: 728 x 90'. Below the logo is a navigation menu with links for HOME, DIGITAL ISSUES, FEATURES, DEPARTMENTS, EVENTS, and RECIPES. The main content area features a large red circular graphic with the text '17 Gifts, Gadgets and Goodies for 2016' and an image of various kitchen appliances and gift boxes. Below this is a section for 'THE ENTERTAINING ISSUE - NOVEMBER DECEMBER 2016' containing three yellow 'BIG BOX AD: 300 x 250 PIXELS' placeholders. The 'FEATURES' section includes three articles: '17 Gifts, Gadgets and Goodies for 2016', 'An Entertaining Menu', and 'Great Gifts for the Boozers in Your Life'. The 'DEPARTMENTS' section features three recipes: 'One Ingredient - Cranberries', '6 Quick Ways with Almonds', and 'Sunday Project - Mantı'.

CITY PALATE WEB ADS

The City Palate web site features 1 leaderboard ad and 3 big box ads...

The leaderboard ad is static and appears on all web site pages. Each of the 3 big box ads is loaded with 2 or 3 different ads, which rotate randomly every 5 seconds. They appear on our home page, as well as the feature, department and event pages. All ads link directly to your web site (or the URL of your choice).

leaderboard ad size: 728 x 90 pixels

big box ad size: 300 x 250 pixels

resolution: 72 ppi

format: RGB jpeg files only

No borders on your ads please!

All ads are housed within our standard 1 pt. border

cost: please contact your City Palate sales rep for pricing

deadline: please email your web ad directly to your sales rep 10 days before your insertion date.