

city palate

THE FLAVOUR OF CALGARY'S FOOD SCENE

PRINT AD RATES

722 – 11th AVENUE SW CALGARY T2R 0E4 ■ PHONE 403-232-6767 ■ FAX 403-262-3322 ■ CITYPALATE.CA



OUR 2011 EDITORIAL CALENDAR

JANUARY	FEBRUARY	Great Cheap Eats
MARCH	APRIL	The Travel Issue
MAY	JUNE	The Wine Issue
JULY	AUGUST	Summer in the City Palate
SEPTEMBER	OCTOBER	The Harvest Issue
NOVEMBER	DECEMBER	The Entertaining Issue

2011 deadlines

ISSUE	JAN/FEB/11	MAR/APR	MAY/JUNE	JULY/AUG	SEPT/OCT	NOV/DEC	JAN/FEB/12
AD SPACE	NOV 29	JAN 24	MAR 28	MAY 30	AUG 1	SEPT 26	NOV 28
AD SUBMISSION	DEC 7	FEB 1	APR 5	JUNE 7	AUG 9	OCT 4	DEC 6
STOCKPOT	DEC 9	FEB 4	APR 7	JUNE 9	AUG 11	OCT 6	DEC 8
ON STANDS	DEC 30	FEB 24	APR 28	JUNE 30	SEPT 1	OCT 27	DEC 29/11

print ad rates 2011

colour ads:

	1x	3x	6x
back cover	\$ 4100	\$ 4020	\$ 3780
full page	3690	3540	3360
three quarter	3070	2960	2790
half	2170	2110	1960
third	1850	1730	1650
quarter	1490	1325	1290
sixth	1270	1205	1190
eighth	1130	1090	1020
twelfth	1070	1040	990

black & white ads:

	1x	3x	6x
back cover	\$ 3350	\$ 3035	\$ 2910
full page	2880	2710	2410
three quarter	2310	2240	2130
half	1650	1590	1500
third	1340	1270	1210
quarter	1210	1050	960
sixth	890	820	780
eighth	725	690	660
twelfth	600	590	570

Ad cancellations must be received in writing 60 days before publication date.
For quotes on ad production or special requirements, please contact your City Palate sales rep.

PAGE TRIM SIZE: 10.5 x 13.25 INCHES. AD DIMENSIONS (WIDTH x HEIGHT IN INCHES) BELOW



FULL PAGE/W BLEED:
11 x 13.75 REQUIRED
TRIM: 10.5 x 13.25
LIVE AREA: 9.5 x 11.75



FULL PAGE
WITH MARGIN
USE LIVE AREA:
9.5 x 11.75



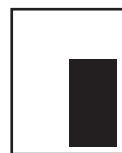
3/4 VERTICAL
7.062 x 11.75



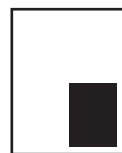
1/2 HORIZONTAL
9.5 x 5.75



1/2 VERTICAL
4.625 x 11.75



1/3 VERTICAL
4.625 x 7.75



1/4 SQUARE
4.625 x 5.75



1/4 VERTICAL
2.187 x 11.75



1/6 HORIZONTAL
4.625 x 3.75



1/6 VERTICAL
2.187 x 7.75



1/8 HORIZONTAL
4.625 x 2.75



1/8 VERTICAL
2.187 x 5.75



1/12 VERTICAL
2.187 x 3.75