



EDITORIAL DEPARTMENT

Digital and Print Ministries

Advertising Rate Card



Salvationist.ca Website

Users per month: 14,000
 Visits per month: 20,000
 Page views per month: 36,000



Salvationist Magazine

Circulation: 12,500
 Frequency: 12 times a year

MISSION

Salvationist and salvationist.ca inform readers about the mission and ministry of The Salvation Army in Canada and Bermuda, and around the world.

Print - Salvationist Magazine

DEADLINE

- First of the month, two months prior to the requested date of publication (i.e. ads for July issue are due May 1)
- Send by e-mail to salvationist@can.salvationarmy.org (we have FTP server if needed)

DESIGN SPECS

- Preferred file formats - PDF, JPG (with output of fonts and pix), Illustrator or TIFF
- Image resolution - 300 pixels per inch

SIZES

Banner 7.25" w x 2.39" h	
Half page 7.25" w x 4.75" h	
Quarter page 3.5" w x 4.75" h	Square 3.5" w x 3.5" h
Business card 3.5" w x 2.5" h	
Back cover 8.25" w x 9.063" h + 0.25" bleed	

Full page
 8.25" w x 10.875" h
 + 0.25" bleed

RATES

Issue	1st	2nd (10% off)	3rd (15% off)
Business card	\$150	\$135	\$127
Square	\$200	\$180	\$170
Quarter page	\$300	\$270	\$255
Banner	\$375	\$337	\$318
Half page	\$550	\$495	\$467
Full page (inside magazine)	\$1,000	\$900	\$850
Full page (inside front/back cover)	\$1,100	\$990	\$935
Back cover	\$1,200	\$1,080	\$1,020

Website - salvationist.ca



DEADLINE

- Three days prior to the requested date of posting
- Send by e-mail to salvationist@can.salvationarmy.org

DESIGN SPECS

- Preferred file format - JPG or GIF
- Image resolution - 72 pixels per inch

SIZES

- 1 **Top banner** - 300px w x 275px h (linked to web page or larger ad [648px w x 1020px h])
- 2 **Right sidebar** - 280px w x 100-200px h (linked to web page or larger ad [648px w x 1020px h])

RATES

Top banner - \$400/month
Right sidebar - \$200/month

CONTACT INFORMATION

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Advertising Representative

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CONDITIONS AND PAYMENT INFORMATION

- All advertising must meet Salvation Army standards and is subject to the approval of the Editor-in-Chief
- Advertising designed by the Editorial Department is subject to an additional charge
- Invoices will be issued upon publication of the advertising and are to be paid within 30 days of the invoice date

