



## EDITORIAL DEPARTMENT *Digital and Print Ministries* Advertising Rate Card



### Salvationist.ca Website

Users per month: 21,000

Page views per month: 50,000



### Salvationist Magazine

Circulation: 11,100

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](mailto: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

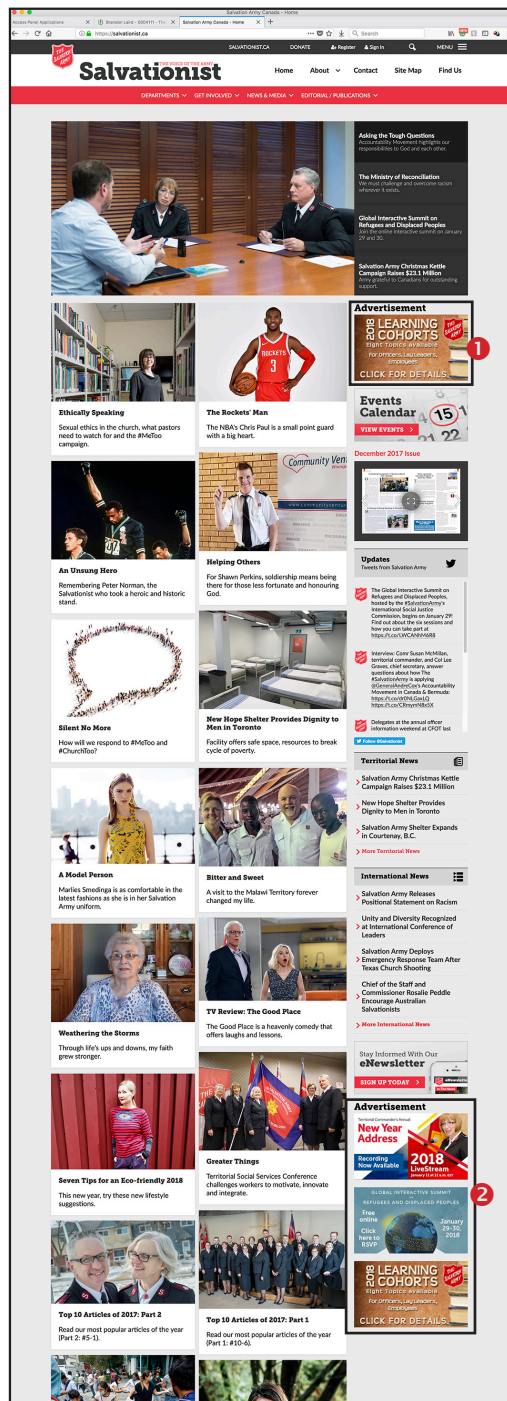
<b>Banner</b> 7.25" w x 2.39" h	
<b>Half page</b> 7.25" w x 4.75" h	
<b>Quarter page</b> 3.5" w x 4.75" h	<b>Square</b> 3.5" w x 3.5" h
<b>Business card</b> 3.5" w x 2.5" h	
	<b>Back cover</b> 8.25" w x 9.063" h + 0.25" bleed

**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](mailto:salvationist@can.salvationarmy.org)

## DESIGN SPECS

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

## SIZES

- 1 Top sidebar** 300px w x 175px h (linked to web page or larger ad [648px w x 1020px h])
- 2 Right sidebar** 300px w x 175px h (linked to web page or larger ad [648px w x 1020px h])

## RATES

Stationary ad in **2 right sidebar** and random ad in the **1 top sidebar**—\$200/month

## CONTACT INFORMATION

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Advertising Representative

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E-mail: [salvationist@can.salvationarmy.org](mailto:salvationist@can.salvationarmy.org)

## 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