

National Rate Card

promCanada



Prom Canada is a national magazine published annually by Family Communications, publisher of **Today's Bride** magazine.

Prom Canada is 6" by 9" in size (European digest format) and is perfect bound. It has a circulation of 50,000 copies and is distributed primarily through dress shops and sold on newsstands.

Advertising Opportunities

Platinum Beauty Package (1 only)

Logo on cover with cover line	\$5,000
Logo on table of contents	\$2,500
3 advertising pages	\$22,500
2 advertorial pages	\$10,000
TOTAL VALUE	\$40,000
RATE:	\$24,995

Gold Beauty Package

Logo on table of contents	\$2,500
2 advertising pages	\$15,000
1 advertorial page	\$5,000
TOTAL VALUE	\$22,500
RATE:	\$16,995

AD SIZE

1 full page
1/2 page
Double page spread
IFC spread
OBC

INVESTMENT

\$7,500
\$4,500
\$12,000
\$16,500
\$10,000

All prices are based on full colour or black and white, and are in gross dollars.

2018 Publishing Dates

Space closing: Oct 13th, 2017
Material due by: Oct 20th, 2017

Save time and money by sending us your file digitally.

Use this link to send us your file:

<http://dropbox.hightail.com/FamilyComm>

Ad Sizes

Unit	Live Area (W x H)	Trim	Bleed
Double Page Spread	11-1/2" x 8-1/2"	12" x 9"	12-1/4" x 9-1/4"
Full Page	5-1/2" x 8-1/2"	6" x 9"	6-1/4" x 9-1/4"
1/2 Page Horizontal	5-1/2" x 4"	6" x 4-1/2"	6 1/4" x 4-3/4"

Files should be supplied as PDFx-1a in CMYK colour with a resolution of 300 DPI.