

Business in Calgary Publishes BOMA's Quarterly Newsletter

March, June, Sept. and Dec



Building Together...Through complimentary goals. Business in Calgary and BOMA have joined efforts to publish BOMA's quarterly newsletter and distribute to BOMA members and the Calgary Business community.

The newsletter will be included in the pages of Business in Calgary magazine, which reaches all BOMA members directly in Red Deer, Lethbridge, Medicine Hat and Drumheller, covering the 403 area code zone. This is a total distribution of 34,200 each quarter.

Business in Calgary also reaches every single business postal address in Calgary, Canmore and Banff, as well as the Chamber of Commerce members on a monthly basis.

Editorial Content will be provided directly from BOMA.

The November 2006 Angus Reid readership stats indicate our readers are owners and top ranking executives, highly educated, with an above average income. Their habits are very strong in regular readership, trusting in the magazine, for 18 years.

Online direct weblink to advertiser's site on both Business in Calgary and BOMA websites.



AD Sizes

Space Size	Picas Width x Height		Fraction Inches Width x Height	
Double Page Spread Bleed	97p6	67p6	16.25"	11.25"
Double Page Spread Trim	94p6	64p6	15.75"	10.75"
Double Page Spread Image	88p6	58p6	14.75"	9.75"
Double 1/2 Page Spread Image	88p6	28p6	14.75"	4.75"
Full Page Bleed Size	50p3	67p6	8.375"	11.25"
Full Page Trim Size	47p3	64p6	7.875"	10.75"
Full Page Image Area	41p3	58p6	6.875"	9.75"
2/3 Page Vertical	27p0	58p6	4.5"	9.75"
1/2 Page Vertical	19p10.5	58p6	3.3125"	9.75"
1/2 Page Horizontal	41p3	28p6	6.875"	4.75"
1/2 Page Island	27p0	44p3	4.5"	7.375"
1/3 Page Vertical	12p9	58p6	2.125"	9.75"
1/3 Page Horizontal	41p3	18p6	6.875"	3.0825"
1/3 Page Island	27p0	28p6	4.5"	4.75"
1/4 Page Vertical	19p10.5	28p6	3.3125"	4.75"
1/4 Page Horizontal	41p3	13p6	6.875"	2.25"

Ad Rates

Full Colour Ad Size	1-2x	3-4x
Double Spread*	5900	5655
Half Double Spread*	4370	4045
Full Page	3510	3320
2/3 Page	2945	2800
1/2 Page	2120	2015
1/3 Page	1630	1555
1/4 Page	1210	1150

Production - 15% additional to ad cost

Deadlines Per Quarter

March 2009 issue:

space booking Jan. 23/09;
completed ad due Jan. 30/09

September 2009 issue:

space booking July 24/09;
completed ad due July 30/09

June 2009 issue:

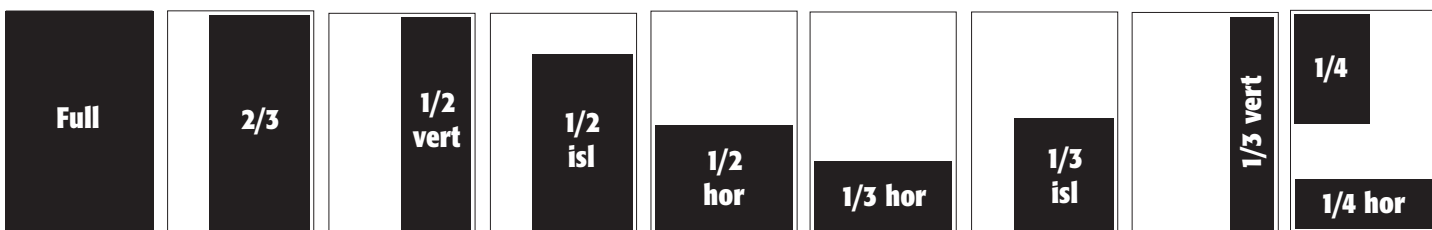
space booking Apr. 24/09;
completed ad due Apr. 30/09

December 2009 issue:

space booking Oct. 23/09;
completed ad due Oct. 30/09

Technical Requirements

- All supporting images must be saved as .tif or .eps (CMYK / 300 dpi).
- All fonts must be included with document unless converted to outlines.
- Business in Calgary is on a Mac platform, running Adobe Photoshop, Illustrator and InDesign software.
- Please provide a hard copy of the ad via fax or include a .pdf file for proofing.
- FTP Site information is available upon request. Please email graphics@businessincalgary.com



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