

Ad Size	1x	2/3x	4/5x	6/7x	8x	Family Survival Guide*	Add Colour! SC*	PC*
Outside/Inside Back	1500	1400	1300	1200	975	1200 Colour	+150	+350
Full Page	1275	1175	1075	975	925	910	+150	+350
Junior	905	855	755	655	625	—	+125	+300
1/2 Page	675	625	605	600	575	685	+125	+300
1/4 Page	435	425	415	395	375	485	+100	+175
1/8 Page	315	300	290	280	270	360	+100	+175
1/16 Page	195	190	185	180	175	200	+75	+155
Mini	125	120	110	110	110	—	+50	+125

*SC - Spot Colour *PC - Process Color Prices are per insertion in Canadian dollars

Please Note: Prices do not include 5% GST, design or colour changes. Square ads or ads in odd sizes will be rated on total square inches. Page placement for these ads cannot be guaranteed. Please conform to the orientation (vertical or horizontal) described in the **Ad Sizes diagram below**.

Yes! We accept Visa, Amex and Mastercard!

Our Advertising Policy

All ad rates are billed at net. Agencies must gross up costs for clients. First time advertisers must prepay first ad; all others are invoiced on publication date. Accounts are due when invoiced, on date of publication. 4% charged on accounts 30 days or more overdue. Errors in production must be reported in writing to the Publisher within 10 days of publication.

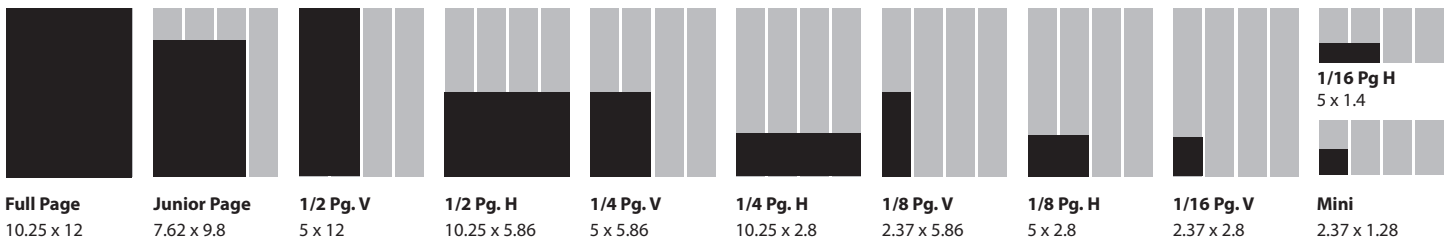
All ads and copy are subject to the approval of the Publisher. Winnipeg Parent will not accept an ad which in the opinion of the Publisher, is demeaning to children. The Publisher is not liable for damages if, for any reason, an ad is not published. Advertisers assume liability for all content of ads and are responsible for any and all claims made thereof against Winnipeg Parent News magazine, its officers or employees.

Production

Camera-ready artwork preferred. Winnipeg Parent is printed at 85 line screen. Ads should be supplied digitally. Please contact the Publisher to inquire about digital formats before submitting any files. Ads which do not conform to the sizes shown below will be scaled to fit at the advertiser's expense. We can provide the services of a complete graphic design studio at affordable rates to create your ad. Ask for details!

Ad Sizes & Orientation

Ad sizes shown in inches
width x height



Ad Deadlines and Issue Themes for 2012

Family Survival Guide 2012

Ad/Copy Deadline: Nov. 4th Distribution: Dec. 5th

December 11/January 12 – Winter Break Guide,

Holiday Gift Guide, Join Up for January

Ad/Copy Deadline: Nov. 18th Distribution: Dec. 5th

February – Focus on Education 1, Winter Fun, Winter/Spring Party Guide

Ad/Copy Deadline: Jan 14th Distribution: Jan 30th

March/April – Focus on Education 2, Summer Camp Superguide 1,

Spring Break Blast

Ad/Copy Deadline: Feb. 17th Distribution: March 5th

May – Baby on Board, Ready for Summer, Summer Camp Superguide 2,

Mother's Day Ad/Copy Deadline: April 13th Distribution: April 30th

June/July – Summer Fun 2008, Home and Cottage, Father's Day

Ad/Copy Deadline: May 18th Distribution: June 4th

August – Hold on to Summer, Back to School Part 1, Fall Party Guide

Ad/Copy Deadline: July 13th Distribution: July 30th

September – Back to School Part 2, Join Up: Memberships, Classes and Programs

Ad/Copy Deadline: Aug 10th Distribution: August 27th

October/ November – All about Pets, Ready for Winter

Ad/Copy Deadline: Sept. 14th Distribution: Oct. 1st

Family Survival Guide 2013

Ad/Copy Deadline: November 2nd Distribution: December 3rd

December/ January – Winter Break Guide, Holiday Gift Guide, Join Up for January

Ad/Copy Deadline: November 14th Distribution: December 3rd

Winnipeg Parent's Family Survival Guide 2012

Is an annual directory featuring the best of Winnipeg Parent. It provides comprehensive information about classes and programs, education, birthday parties, health and wellness, family support services, retail products and services, camps, babies and so much more! The Family Survival Guide will be distributed in the first week of December 2011.