

# PRINT RATES

**Published 4x per year**

DISPLAY AD SIZES	1 ISSUE RATE	2 ISSUE RATE	3 ISSUE RATE	4 ISSUE RATE
OUTSIDE BACK COVER - Colour Only	\$1903	\$1844	\$1786	\$1728
INSIDE FRONT/BACK COVER - Colour Only	\$1754	\$1691	\$1627	\$1564
FULL PAGE AD - Colour	\$1585	\$1542	\$1500	\$1458
FULL PAGE AD - Black & White	\$949	\$906	\$864	\$822
3/4 PAGE AD - Colour	\$1299	\$1256	\$1214	\$1171
3/4 PAGE AD - Black & White	\$769	\$726	\$684	\$641
1/2 PAGE AD - Colour	\$949	\$917	\$885	\$853
1/2 PAGE AD - Black & White	\$604	\$572	\$541	\$509
1/4 PAGE AD - Colour	\$504	\$482	\$461	\$445
1/4 PAGE AD - Black & White	\$318	\$297	\$276	\$262
SUPER BUSINESS CARD - Colour	\$281	\$273	\$265	\$256
SUPER BUSINESS CARD - Black & White	\$186	\$178	\$170	\$161
1/8 PAGE - Colour	\$239	\$228	\$217	\$207
1/8 PAGE - Black & White	\$159	\$148	\$138	\$127
1/16 MINI - Colour	\$122	\$117	\$111	\$106
1/16 MINI - Black & White	\$80	\$74	\$69	\$64

<b>SPRING ISSUE</b>	(March, April, May): <b>deadline January 22</b>
<b>SUMMER ISSUE</b>	(June, July, Aug): <b>deadline April 22</b>
<b>AUTUMN ISSUE</b>	(Sept, Oct, Nov): <b>deadline July 22</b>
<b>WINTER ISSUE</b>	(Dec, Jan, Feb): <b>deadline October 22</b>

**All rates listed are PER ISSUE** (published in both print and digital formats). All above prices are in Canadian funds for finished digital black-and-white and colour ads and are subject to change without notice. Prices do not include typesetting or design charges. Please add 13% HST to all rates.

Guaranteed Minimum Circulation: 60,000 copies per issue, print and digital combined.

## Design Service

If you are unable to make your ad we offer a design service for \$40/hour. Ads generally take 1-2 hours. Please email all content to [advertising@vitalitymagazine.com](mailto:advertising@vitalitymagazine.com).

**To book a display ad, please contact:**  
[seeta@vitalitymagazine.com](mailto:seeta@vitalitymagazine.com)  
 416-964-0528, ext. 102

## DISPLAY AD SIZING

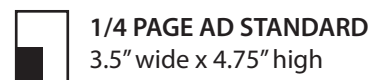
*Only full page ads have bleed. If you put bleed on any other size you will be asked to resend the file at the correct size.*



**FULL PAGE AD** (Same size as Back/Front Cover)  
 8.25" wide x 10.75" high (with bleed .1875)  
 7.25" wide x 9.75" high (without bleed)



**1/2 PAGE AD VERTICAL**  
 3.5" wide x 9.75" high



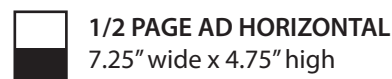
**1/4 PAGE AD STANDARD**  
 3.5" wide x 4.75" high



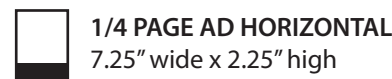
**1/8 PAGE HORIZONTAL**  
 3.5" wide x 2.25" high



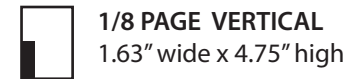
**3/4 PAGE AD VERTICAL**  
 5.25" wide x 9.75" high



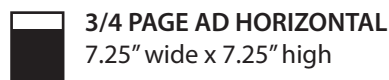
**1/2 PAGE AD HORIZONTAL**  
 7.25" wide x 4.75" high



**1/4 PAGE AD HORIZONTAL**  
 7.25" wide x 2.25" high



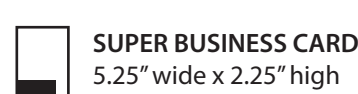
**1/8 PAGE VERTICAL**  
 1.63" wide x 4.75" high



**3/4 PAGE AD HORIZONTAL**  
 7.25" wide x 7.25" high



**1/4 PAGE AD VERTICAL**  
 1.63" wide x 9.75" high



**SUPER BUSINESS CARD**  
 5.25" wide x 2.25" high



**1/16 MINI**  
 1.63" wide x 2.25" high