Supporting the visions of entrepreneurs one story at a time.
Welcome
TO BUSINESS IN EDMONTON MAGAZINE

2020 Display Ad Rates

<table>
<thead>
<tr>
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<td>2150</td>
<td>2045</td>
</tr>
<tr>
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Covers

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<td>4285</td>
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<tr>
<td>Inside Front/Back</td>
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<td>4250</td>
<td>4045</td>
<td>3830</td>
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</table>

*does not apply to spreads that include a cover position

Guaranteed position fee: 10% Additional
Production: 15% Additional

• All rates are based on digital-ready art. No cancellations will be accepted on pre-booked cover or guaranteed positions.

• All rates are net.

Content Marketing

1 page ............ 4325
2 pages .......... 7590

Additional Services

Inserts (Full distribution, Rates applicable to specific size and weight.)

<table>
<thead>
<tr>
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<th>3x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
</table>

Cover ........... 4140
Inside .......... 3150

Ask our account executives for information and pricing on:

Custom Inserts, Polybagging, Belly Bands, Split Covers, Gate Fold Covers, Business Reply Cards

Website Advertising 11 #1 site in search engines results for “Business in Edmonton” searches

<table>
<thead>
<tr>
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<tr>
<td>Leaderboard Ad</td>
<td>735</td>
<td>665</td>
<td>600</td>
<td>540</td>
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<tr>
<td>Side Box Ad</td>
<td>1030</td>
<td>910</td>
<td>775</td>
<td>720</td>
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</tbody>
</table>

Home Page Video: 1265

Production 15% additional | Leaderboard ad: 728w x 90h pixels, RGB @ 72 dpi | Side Box ad: 300w x 386h pixels, RGB @ 72 dpi

Chamber E-Newsletter Rates

<table>
<thead>
<tr>
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<tbody>
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<td>Side Box Ad</td>
<td>270</td>
<td>200</td>
<td>170</td>
<td>140</td>
<td>110</td>
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</table>

Web ads: $320/mo for a 2x1 banner and $220/mo for a 1x1 banner

Website Big Box Ad
(edinmontonchamber.com)
600w x 400h
Static graphic
Less than 300KB
JPG or PNG
Provide link to website

Website & Chamber Master Banner Ad
(edinmontonchamber.com)
728w x 90h
Static graphic
Less than 150KB
JPG or PNG
Provide link to website

Newsletter Big Box Ad
(eNewsletter)
300w x 300h
Static graphic
Less than 300KB
JPG or PNG
Provide link to website

Profiles - Your Corporate Legacy

Also Available: Other advertising and promotional opportunities: Customized Company or Individual Editorial Profiles, Anniversary Celebrations, Specially Publications, Strategic and Co-Branded Editorial Opportunities, Customized Distribution Programs
Readership
STATISTICS FOR BUSINESS IN EDMONTON

2020

Breaking News!
Ipsos has conducted our readership survey and again Business In Edmonton raises the bar! An update to our readership survey shows an increase in reader's and confirms we are read by Edmonton’s Decision Makers!

Ipsos is the third largest market research company in the world, present in 90 countries and employing more than 18,000 people, and generates an annual revenue of 2.55 billion dollars. Ipsos’ research professionals, analysts and scientists have built unique multi-specialist capabilities that provide powerful insights into the actions, opinions and motivations of citizens, consumers, patients and customers or employees.

GAME CHANGERS – In our world of rapid change, the need for reliable information to make confident decisions has never been greater. Ipsos provides precise measurements and shapes data to provide true understanding of society, markets and people using the best of science, technology and know-how.

Success comes down to a simple truth: **You act better when you are sure.**

**BUSINESS IN EDMONTON REACHES**

191,700

READERS MONTHLY.

27,000

BUSINESSES

75% | The primary readers of Business in Edmonton are senior level executives and decision makers.

58% | Magazines have the highest per cent rate for source of readership at 58%.

34% | 34% will invest $50,000 or more in business technology.

43% | 43% have household incomes in excess of $200,000.

60% | 60% of our subscribers will access an advertiser’s website upon seeing in the magazine.

81% | The vast majority of readers either hold university degrees or have some college or university education.

Monthly readership - approx. 191,700 business professionals. Distributed quarterly, directly to BOMA members in March, June, September and December: additional 300

Distributed by Canada Post to all:
• Registered business addresses in Edmonton - 18,235
• Registered business addresses in Nisku/Leduc, Sherwood Park, St. Albert, Spruce Grove, Fort Saskatchewan & Stony Plain - 6,115
• Edmonton Chamber Members - 1,940
• Business in Edmonton subscribers and general distribution - 710

Total: 27,000

For further information on our demographics and readership survey, visit www.businessinedmonton.com/demographics
# Ad Specs

## Compatibility Information

- Please submit as a high resolution .pdf, or a collected InDesign file (supply fonts and supporting images saved as .eps or .tiff - CMYK at 300 dpi).
- Business in Edmonton is on a Mac platform, running Adobe Photoshop, Illustrator and InDesign software.
- Please e-mail graphics@businessinedmonton.com for further assistance.

### Ad Dimensions

<table>
<thead>
<tr>
<th>Space Size</th>
<th>Picas</th>
<th>Width</th>
<th>Height</th>
<th>Inches</th>
<th>Width</th>
<th>Height</th>
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<td>67p6</td>
<td>16.25&quot;</td>
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<td>58p6</td>
<td>14.75&quot;</td>
<td>9.75&quot;</td>
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<td>9.75&quot;</td>
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### Web:

- **Side Box**: 300 pixels x 386 pixels
- **Leaderboard**: 728 pixels x 90 pixels
# Editorial

**DEADLINE CALENDAR FOR 2020**

## January 2020
- Private Schools (with directory)
- Corporate Health, Wellness & Rejuvenation
- Financial Planning
* Early deadlines

## February 2020
- Education MBA
- Event Planning & Catering
- Investing
- RRSP, TFSA & Tax Planning
- Construction
* Early deadlines

## March 2020
- BOMA Edmonton News
- Cyber Security
- Alternative Energy
- Real Estate
- Golf
- STEM

## April 2020
- Human Resources
- Commercial Real Estate
- Environmental Stewardship
- Recreation & Investment Real Estate
- Succession Planning
- Health Care
- Golf
- Edmonton Motor Show

## May 2020
- Jr. Achievement - Hall of Fame
  * Special Distribution
- Tourism & Travel
- Transportation & Distribution
- Business Technology
- Risk Management
- Construction

## June 2020
- BOMA Edmonton News
- Aviation
- Agriculture
- Workplace Health & Safety
- Management/Professional Services

## July 2020
- Business in Edmonton Leaders Awards
  * Special Distribution
- Commercial Leasing
- K Days

## August 2020
- Head Offices
- Arts & Culture
- Dress for Success
- Construction
- Training & Education

## September 2020
- BOMA Edmonton News
- Small Business Week Preview
- Corporate Health, Wellness & Rejuvenation
- Real Estate

## October 2020
- Small Business Week
- Event Planning & Catering
- Real Estate
- Business Technology
- Recreation & Investment Real Estate

## November 2020
- Human Resources
- Manufacturing
- Succession Planning
- Health Care
- Construction
- Risk Management Insurance
- Medical Cannabis

## December 2020
- BOMA Edmonton News
- Philanthropy & Corporate Social Responsibility
- Continuing Education
- Banking
- Management/Professional Services

Visit BusinessInEdmonton.com to view our current issue. Our website is updated the first business day of each month. All ads are linked to advertisers’ websites.  *Content and dates subject to change.