

BUSINESS

in Edmonton

2026 media guide



Supporting the visions of entrepreneurs
one story at a time.

2026 display ad rates.

Size.	1x	3x	6x	12x
Double Spread	6900	6675	6385	6100
Half Double Spread	5225	4750	4440	4355
Full Page	4100	3975	3835	3580
2/3 Page	3580	3340	3180	3075
1/2 Page	2550	2440	2320	2175
1/3 Page	1985	1880	1775	1690

Covers.	1x	3x	6x	12x
Outside Back	4995	4810	4585	4350
Inside Front/Back	4660	4510	4245	4050

*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	4100	2 pages 6720

Cover wraps.	1x	3x	6x	12x
	4350	4200	3950	3775

Additional services.			
Inserts	Cover	4350	Inside 3310
(Full distribution. Rates applicable to specific size and weight.)			

Ask our account executives for information and pricing on:
Custom Inserts, Polybagging, Belly Bands, Split Covers, Gate Fold Covers, Business Reply Cards

BIE events e-blast rates.				
1x	4x	12x	26x	52x
640	550	455	385	320

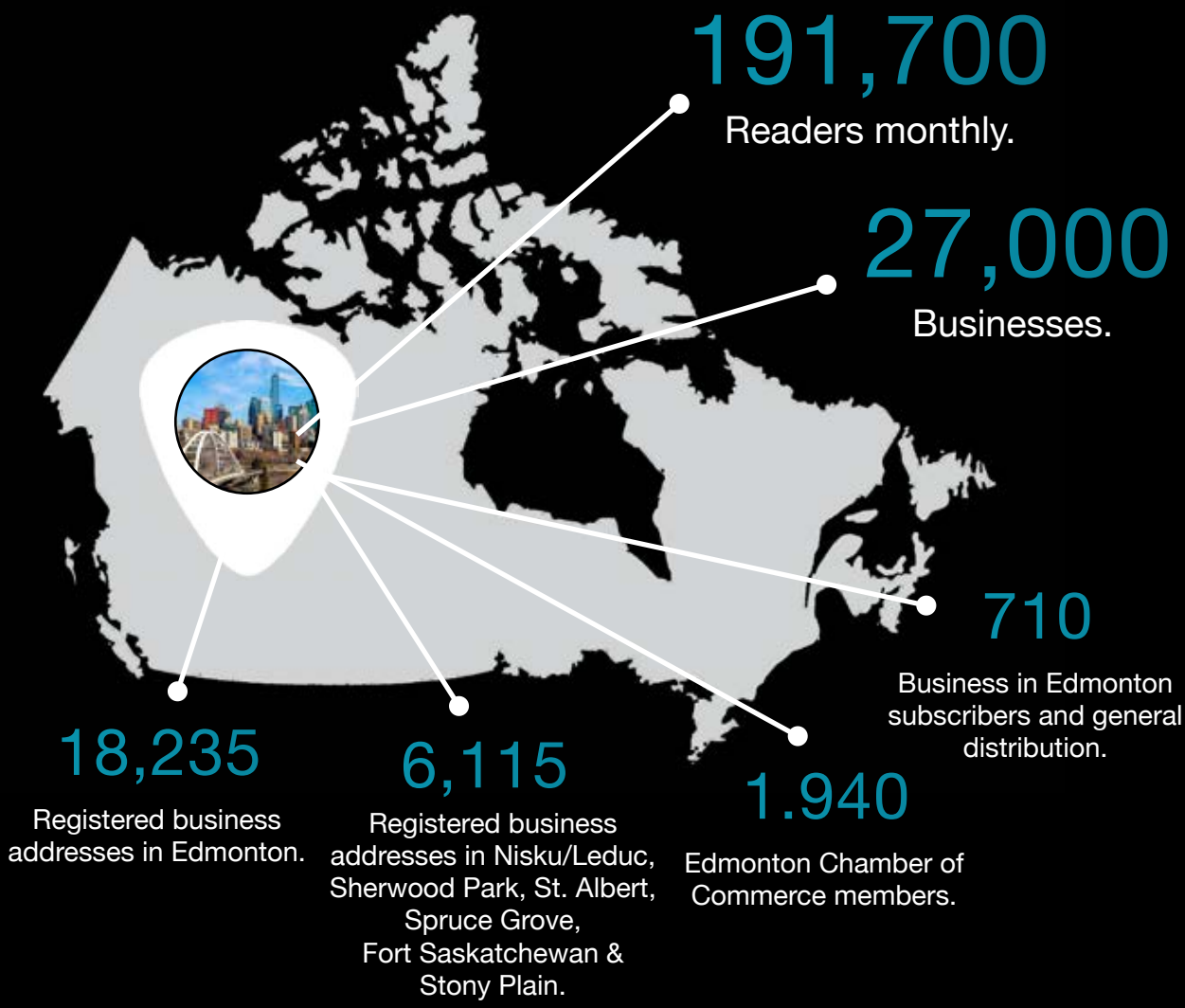
Rates in conjunction with BIE campaign.				
1x	4x	12x	26x	52x
490	425	340	290	245

Weekly email distribution of 5,000 emails recipients, delivered each Thursday morning.
Ad specs: 140w x 525h pixels | RGB @ 150 dpi

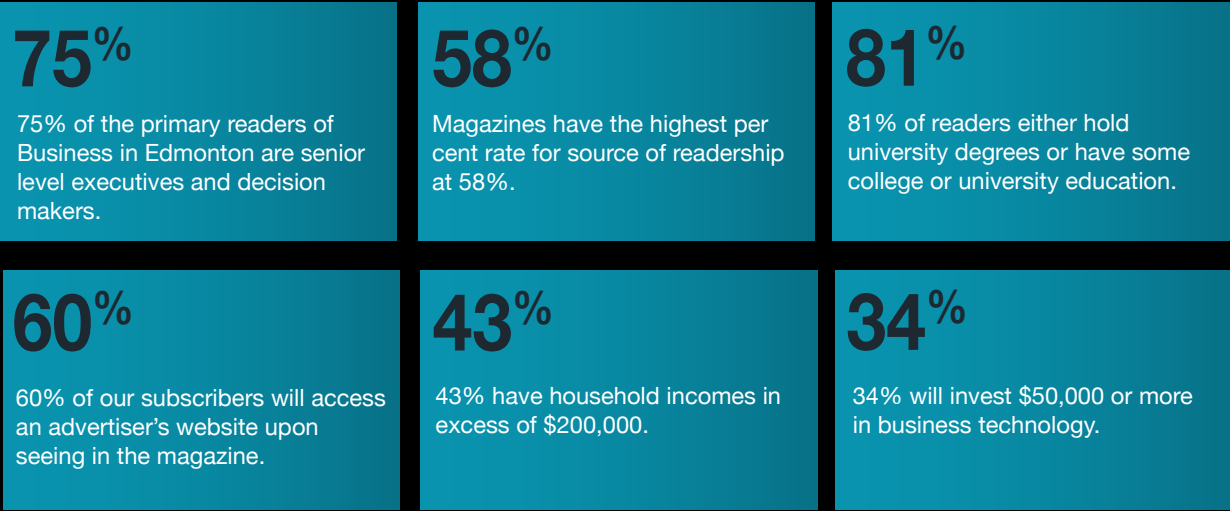
Website Advertising. #1 site in search engines results for “business in Edmonton” searches			
	1x	3x	6x 12x
Leaderboard Ad	770	685	625 560
Side Box Ad	1070	940	800 745
Home Page Video	1310		

Production 15% additional.
Leaderboard ad: 728w x 90h pixels, RGB @ 150 dpi | Side Box ad: 300w x 386h pixels, RGB @150 dpi

Readership statistics.



Total Distribution by Canada Post - **27,000**



Profiles - your corporate legacy.



Other advertising and promotional opportunities also available:
Customized Company or Individual Editorial Profiles, Anniversary Celebrations, Specialty Publications,
Strategic and Co-Branded Editorial Opportunities, Customized Distribution Programs.

Community partners.



Entrepreneurs'
Organization



BUSINESS COUNCIL
OF ALBERTA



EDMONTON
UNLIMITED



REALTORS®
Here when life happens.



JA Northern Alberta
and Northwest Territories
A Member of JA Canada



EDMONTON
CONSTRUCTION
ASSOCIATION

BUSINESS
in Edmonton

LEADERS

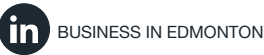


Alberta Enterprise Group

2026 print editorial calendar.

Issue date.	Editorial themes.	Ad close/Ad copy.
January.	<ul style="list-style-type: none">• Private/Alternative Schools• Wellness/Medispa • Wealth Management	Nov 27/Dec 4.
February.	<ul style="list-style-type: none">• Education Post Secondary • Senior Living• Alternative Financing • ECA/Construction• Workplace Excellence: Behind the Brand	Dec 18/Jan 8.
March.	<ul style="list-style-type: none">• BOMA Edmonton News • Real Estate• Skilled Trades • Technology	Jan 29/Feb 5.
April.	<ul style="list-style-type: none">• Commercial Real Estate • Golf• Recreation & Investment• Management & Professional Services: Succession	Feb 26/Mar 5.
May.	<ul style="list-style-type: none">• Transportation & Distribution Logistics • Arts & Culture• Technology • Canadian Tourism• ECA/Construction	Mar 31/Apr 7.
June.	<ul style="list-style-type: none">• BOMA Edmonton News • Wellness/Medispa• Management & Professional Services: Insurance• Junior Achievement Hall of Fame	Apr 29/May 6.
July.	<ul style="list-style-type: none">• Commercial Leasing • Manufacturing• Workplace Excellence: Behind the Brand	Jun 1/Jun 8.
August.	<ul style="list-style-type: none">• ECA/Construction• Senior Living • Training & Education• Management & Professional Services: Financial Planning	June 30/July 7.
September.	<ul style="list-style-type: none">• BOMA Edmonton News • Real Estate • Wellness/Medispa	Jul 30/Aug 6.
October.	<ul style="list-style-type: none">• Small Business Week • Real Estate/Investment	Sept 1/Sept 8.
November.	<ul style="list-style-type: none">• Succession Planning • ECA/Construction• Senior Living • Technology• Transportation, Distribution & Logistics• Business in Edmonton Leaders Awards (Special Distribution)	Sept 30/Oct 7.
December.	<ul style="list-style-type: none">• BOMA Edmonton News • Continuing Education• Financial Planning/Banking • Philanthropy	Oct 27/Nov 3.

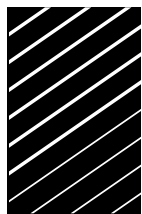
Content and dates subject to change. Visit BusinessInEdmonton.com to view our current issue.
Our website is updated the first business day of each month. All ads are linked to advertisers' websites.



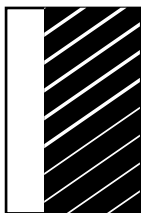
#1780, 10020 - 101A Ave. NW, Edmonton, AB T5J 3G2 | P: 780.638.1777 | F: 587.520.5701
Toll Free: 1.800.465.0322 | E: Info@BusinessInEdmonton.com | W: BusinessInEdmonton.com

Print production specifications.

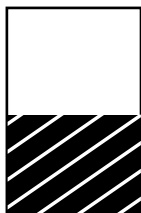
Ad size.	Trim. (WxD)	Live area.	Bleed.
Double page spread.	15.75" x 10.75"	15.25" x 10.25"	16.00" x 11.00"
Full page.	7.875" x 10.75"	7.375" x 10.25"	8.125" x 11.00"
Two thirds vertical.	4.500" x 9.75"	4.500" x 9.75"	Not applicable.
Half page vertical.	3.3125" x 9.75"	3.3125" x 9.75"	Not applicable.
Half page horizontal.	6.875" x 4.75"	6.875" x 4.75"	Not applicable.
Third page vertical.	2.125" x 9.75"	2.125" x 9.75"	Not applicable.
Third page island.	4.500" x 4.75"	4.500" x 4.75"	Not applicable.
Horizontal banner.	6.875" x 1.5"	6.875" x 1.5"	Not applicable.



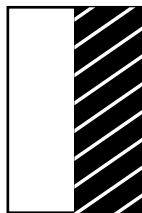
Full page



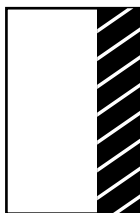
Two thirds
page



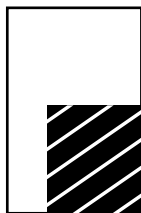
Half page
horizontal



Half page
vertical



Third page
vertical



Third page
island

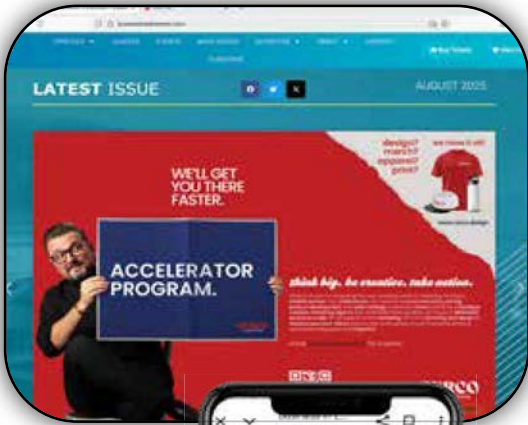
Image resolution.

300 dpi. - CMYK.

File preparation.

Submit as a high resolution pdf. Include crop marks where applicable. Business in Edmonton is on a Mac platform, running Adobe Photoshop, Illustrator and InDesign software.

E-mail graphics@businessinEdmonton.com for further assistance.



Web specifications.

Ad size.	Width x Height.
Side box.	300px x 386px
Leaderboard.	728px x 90px
E-blast.	140px x 525px

Image resolution.

150 dpi. - RGB



Side box.



Leaderboard.



Eblast.

File preparation.

Submit as png, gif, jpg.

