

# COMMERCE NEWS

THE VOICE OF BUSINESS IN EDMONTON

## Rate Sheet

### THE PUBLISHER

*Edmonton Commerce News* is published by the Edmonton Chamber of Commerce, 11 times a year, and provides coverage of the Edmonton business community and Chamber activities.

Production and advertising sales of *Edmonton Commerce News* is managed by Venture Publishing which has a full service contract publishing division, with award-winning expertise in editorial, design, production and sales and circulation management. Venture Publishing's extensive knowledge and expertise positions it as a first choice for businesses wanting to effectively communicate with clients and consumers.

### EDITORIAL SCHEDULE

*Edmonton Commerce News* is mailed to every business in Edmonton. Each issue contains articles of interest to our audience of 160,000 in the form of business news, columns, special reports and profiles. We carry the following columns: Edmonton Tourism, Economic Development, World Trade Centre, Community Initiatives, Networking & Events, Sales & Marketing, Using the

Internet, The North, Business Legal Issues, Financial Planning, Tax Tips & Business of Health. In addition, each issue highlights a special report on the topics in the chart below.

### CIRCULATION: 26, 000

*Edmonton Commerce News* is mailed 11 times a year to every Chamber member and subscriber (2,700 copies), to all businesses in Edmonton (21,800 copies), and to community leaders, event guests, and affiliated organizations in the Edmonton Region (1,500 copies). Each copy is read by multiple business people which results in over 137,800 readers per issue. Your advertising message will reach a targeted market of decision-makers and purchasers in the Edmonton area.

### FOR ADVERTISING INFORMATION:

For more information contact Serap Ozturk at **780-990-0819 ext. 223**, or email [sozturk@venturepublishing.ca](mailto:sozturk@venturepublishing.ca).

*The views in Commerce News are the personal views and opinions of the individual authors of each article and do not represent the position of the Edmonton Chamber of Commerce, its members or employees.*

ISSUE CONTENTS	AD CLOSE	AD MATERIALS DUE	RELEASE DATE
<b>January</b> Business Outlook. Financial Services and Insurance	December 8, 2011	December 13, 2011	January 2, 2012
<b>February</b> Financial Planning and Budgeting. ICT industry report	January 12, 2012	January 17, 2012	February 6, 2012
<b>March</b> Infrastructure. International Trade and Export	February 15, 2012	February 21, 2012	March 5, 2012
<b>April</b> Workplace Health and Safety. Education	March 15, 2012	March 20, 2012	April 2, 2012
<b>May</b> Environment. Real Estate and Construction	April 12, 2012	April 17, 2012	May 1, 2012
<b>June/July</b> Festivals, Tourism and Travel. Agrifoods	May 16, 2012	May 22, 2012	June 4, 2012
<b>August</b> Oil & gas. Economic Diversification	July 12, 2012	July 17, 2012	August 1, 2011
<b>September</b> Report on the North. Transportation, Utilities and Communications	August 16, 2012	August 21, 2012	September 4, 2012
<b>October</b> Small Business. Technology industry report	September 13, 2012	September 18, 2012	October 1, 2012
<b>November</b> Retail and franchises, Small business winner profiles	October 18, 2012	October 23, 2012	November 5, 2012
<b>December</b> Year in Review - Top 10 business news stories. Professional services	November 15, 2012	November 20, 2012	December 3, 2012

Editorial themes may be subject to change at the discretion of the *Edmonton Commerce News*

### EDMONTON CHAMBER OF COMMERCE

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### COLOUR ADVERTISING RATES

All rates are quoted in net dollars.

#### NON-MEMBER RATES

AD SIZE	1X	4X	7X	10X
Full Page	\$ 3435	\$ 3180	\$ 3015	\$ 2865
2/3 Page	3095	2865	2720	2580
1/2 Page	2230	2065	1950	1855
1/3 Page	1545	1430	1365	1295
1/6 Page	865	800	765	725

#### Business Card Directory

Full Colour – \$315 per issue\*

\*minimum 3 issue booking

#### Front Page Banner Ad

Full Colour – \$660 per issue\*

\*minimum 3 issue booking

### BLACK AND WHITE ADVERTISING RATES

AD SIZE	1X	4X	7X	10X
Full Page	\$ 2650	\$ 2450	\$ 2330	\$ 2210
2/3 Page	2390	2205	2095	1990
1/2 Page	1725	1595	1510	1435
1/3 Page	1195	1105	1050	975
1/6 Page	665	615	580	550

### INSERT RATES

Unaddressed – \$.07 each and up

Addressed – \$.13 each and up

### AD SIZES

	WIDTH	HEIGHT	
FP trim	10.625"	11.5"	
FP live area	9.625"	10.5"	
Final bleed size	11.125"	12"	
2/3V	6.25"	10.5"	
1/2V	4.625"	10.5"	
1/2H	9.5"	5.25"	
1/2M	6.25"	7"	
1/3V	3"	10.5"	
1/3H	9.5"	3.25"	
1/3S	6.25"	5.25"	
1/6V	3"	5.25"	
1/6H	4.625"	3.25"	
Business card	3"	1.625"	
FP colour banner	3"	1.25"	

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