

## AD RATES 2024-2025

Please note: Print editions for 2024-2025 will be limited to certain select or special issues. Please check our homepage for the upcoming publication dates, or contact our advertising office to inquire.

### Terms & Conditions

- The advertiser warrants that advertising content will not be libelous or misleading. The advertiser agrees to indemnify the publisher with respect to any loss sustained by the publisher on publishing libelous or misleading material.
- Excalibur reserves the right to reject or cancel any advertising copy submitted.
- New accounts must pay one week in advance until credit is approved in writing.
- If an error in typesetting and/or composition is made by the publisher, the publisher will compensate the advertiser for the space occupied by the portion of the advertisement in which the error occurred, or rerun the advertisement depending on the capacity of the error. In the event of an error, the advertiser must notify Excalibur before the second run of the same ad.
- Position of the advertisement is not guaranteed.

### Ad Production Info

All advertisements given to Excalibur via email, SD card, USB drive or optical disc should be:

- Up to 15 MB
- Formatted for Macintosh
- Sent as a tiff, jpeg, pdf or doc file

### Display Ad Sizes & Rates

Columns and agates are in *italics*

AD SIZE	VERTICAL	HORIZONTAL	PRICE
BACK COVER	5 x 215 10.25" x 15.25"	...	\$900
FULL PAGE	5 x 215 10.25" x 15.25"	...	\$700
2/3 PAGE	4 x 180 8.125" x 12.875"	5 x 142 10.25" x 10.25"	\$500
1/2 PAGE	3 x 180 6.125" x 12.875"	5 x 107.5 10.25" x 7.625"	\$400
1/3 PAGE	3 x 120 6.125" x 8.625"	5 x 72 10.25" x 5.125"	\$300
1/4 PAGE	3 x 90 6.125" x 6.375"	4 x 67 8.125" x 4.75"	\$225
1/6 PAGE	2 x 90 4" x 6.375"	3 x 60 6.125" x 4.25"	\$160
1/8 PAGE	2 x 77 4" x 5.375"	3 x 50 6.125" x 3.5"	\$135
1/12 PAGE	1 x 90 1.875" x 6.375"	2 x 45 4" x 3.125"	\$100
CARD SIZE	1 x 56 1.875" x 4"	2 x 28 4" x 1.875"	\$60

### Colour Costs

BLACK + 1 COLOUR	\$100
BLACK + 2 COLOURS	\$175
FULL COLOUR	\$300

### Insert Info

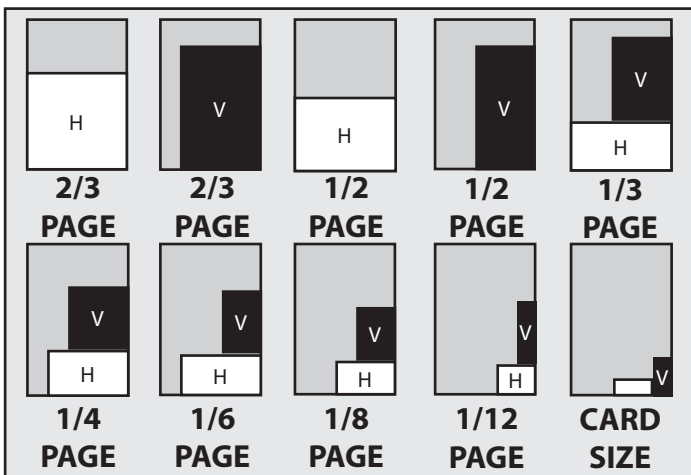
\$85 per thousand copies.  
Inserts must be:

- 8" x 10.5" (MAX)
- 5" x 7" (MIN)
- 80 lbs stock (weight)

No accordion folds

All advertisers' contracts are subject to rate increase without notice.

## Display Ad Unit, Discounts & Interest Charges



### Frequency Can Save You Money!

When you sign a contract for

- 6-11 ads, you get 10% off\*
- 12-20 ads, you get 15% off\*
- 20+ ads, you get 20% off\*

\*Does not apply to colour or inserts

New Interest Charges on Overdue Accounts & Cancellation Fee

Effective May 1, 2008:

2% on accounts over 60 days

# For More Advertising Information

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