

MUNICIPAL ELECTION 2017

Campaign advertising in YMM

Your McMurray Magazine Volume 5, Edition 6 will be on stands at the end of September, and will remain on stands for October throughout the RMWB Municipal Election, making it a prime opportunity to reach the residents of Wood Buffalo.

BOOKING DEADLINE: SEPTEMBER 1, 2017

CREATIVE DEADLINE: SEPTEMBER 7, 2017



ADVERTISING SPACES AND RATES*

Premium Advertisements		Price (+GST)
Back cover	8.25" wide x 10.75" high, plus 0.25" bleeds on all sides, printed on cover stock	\$4,660
Inside front/back cover	8.25" wide x 10.75" high, plus 0.25" bleeds on all sides, printed on cover stock	\$3,330
Centrefold (1/2)	8.25" wide x 10.75" high, plus 0.25" bleeds on all sides	\$2,845
Centrefold (full)	16.5" wide x 10.75" high, plus 0.25" bleeds on all sides	\$4,960
Page 1	8.25" wide x 10.75" high, plus 0.25" bleeds on all sides	\$3,085

Regular Advertising Rates		Price (+GST)
Full-page	8.25" wide x 10.75" high, plus 0.25" bleeds on all sides	\$2,360
Two-page spread	8.25" wide x 10.75" high, plus 0.25" bleeds on all sides	\$4,325
Half-page horizontal	7.75" wide x 5" high	\$1,515
Half-page tall	3.75" wide x 10.25" high	\$1,515
Third-page horizontal	7.75" wide x 3.33" high	\$1,265
Third-page tall	2.5" wide x 10.25" high	\$1,265
Quarter-page horizontal	3.75" wide x 5" high	\$1,045
Quarter-page tall	1.875" wide x 10.25" high	\$1,045
Eighth page	3.75" wide x 2.5" high	\$770

Specialty Sections & Fees	Price (+GST)
Advertisement design	\$205
Guaranteed positioning	+20%
3+ issue booking discount	-10%
6+ issue booking discount	-20%
Non-profit single issue discount	-20%
Non-profit 3+ issue discount	-25%

Web Advertising Rates	Price (+GST)
2 Ad Package	\$330/month
Web advertisement design	\$205

*Please note that all prices are subject to change.

*Exclusivity deals may be negotiated.

*All ads are full colour.

All candidates will be sold advertising at the same price, with no discounts given to ensure the campaign remains fair and equitable for advertising. Premium locations will be sold at a first-come, first-serve basis.