

# CHRISTIAN COURIER



## 2018 MEDIA KIT

*Christian Courier* (CC) is a biweekly, independent Reformed newspaper distributed to its print subscribers and posted online. The Canadian-based paper has subscribers concentrated in Ontario, British Columbia, and Alberta.

The newspaper is a 20-page tabloid, offset printed on newsprint, black ink with spot colour. Size is 13.5" high by 11.375" wide.

### DISCOUNTS & PLACEMENT REQUESTS

Frequent advertisers qualify for a 10% discount.  
An additional 10% charge for placement requests (limited availability).

### AD FILE REQUIREMENTS

Files to be sent digitally, via email or online at [www.christiancourier.ca](http://www.christiancourier.ca). Only JPG, PNG and PDF (Press Ready, all fonts embedded) accepted. High resolution, 300 dpi.

### FEATURE AD RATES

Size	Dimensions	Black/White	Colour
Full Page	10.4"w x 12"h	\$600	\$775
Half Page (Vertical)	5"w x 12"h	\$350	\$440
Half Page (Horizontal)	10.4" w x 5.5"h	\$350	\$440
Quarter Page	5"w x 5.5"h	\$175	\$220
Eighth Page	5"w x 2.7"h	\$85	\$120

### CLASSIFIED AD RATES

Family ads: \$7/square inch; Non-family ads: \$8/square inch  
\$25 photo fee

### WEBSITE ADVERTISING [www.christiancourier.ca](http://www.christiancourier.ca)

**Location** Right column **Price** \$125/month  
**Size:** minimum of 500 pixels wide and approx. 330 pixels high (400 high maximum).  
Website is responsive; ad sizes fluctuate based on user's screen size.

### INQUIRE FOR INFORMATION ON

- Newsletter Advertising
- Inserts/Outserts
- Sponsored Content

### CONTACT

Jennifer Neutel, Advertising Manager  
[jennifer@christiancourier.ca](mailto:jennifer@christiancourier.ca)  
705-927-7542

### ISSUANCE

Issue	Ad Deadline (2 weeks ahead of publication date)	Issue Mailing Date
March 26	March 12	March 20
April 9	March 26	April 3
April 23	April 9	April 17
May 14	April 30	May 8
May 28	May 14	May 22
June 11	May 28	June 5
July 9	June 25	July 3
July 23	July 9	July 17
August 27	August 13	August 21
September 10	August 27	September 4
September 24	September 10	September 18
October 8 (Thanksgiving)	September 24	October 2
October 22	October 8	October 16
November 12	October 29	November 6
November 26	November 12	November 20
December 10 (Christmas)	November 22* (earlier because larger issue)	December 4

### SIZING GUIDE

