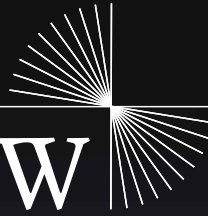
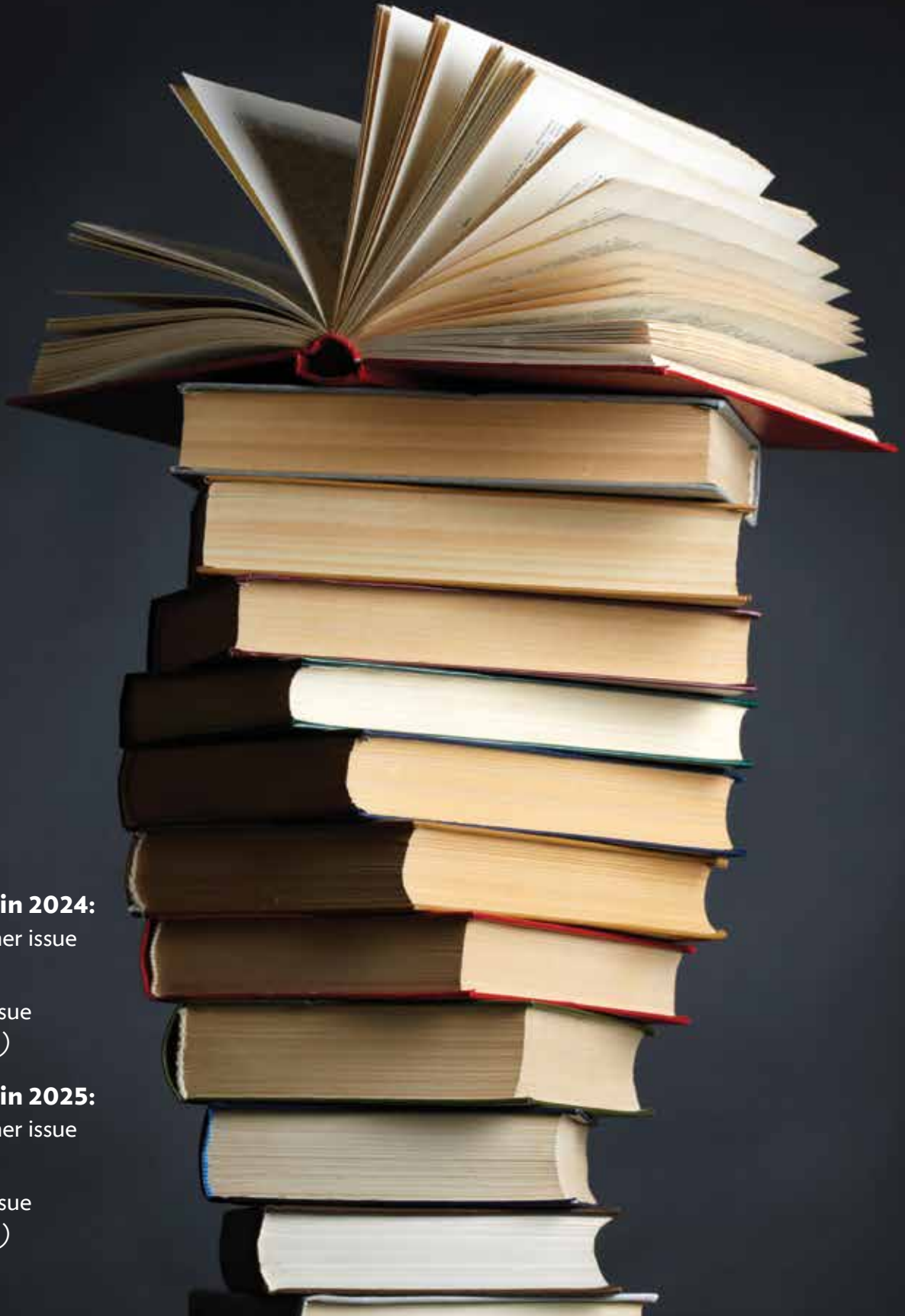


2024/2025  
ADVERTISING RATE KIT

Prairie books NOW



[prairiebooksnow.ca](http://prairiebooksnow.ca)



**Two issues in 2024:**

Spring/Summer issue  
(May 15)

Fall/Winter issue  
(October 31)

**Two issues in 2025:**

Spring/Summer issue  
(May 15)

Fall/Winter issue  
(October 31)

## Why advertise in *Prairie books NOW*?

**P***rairie books NOW (PbN)* is a print and digital magazine dedicated to promoting books from and about the Canadian Prairies. Twice yearly (during the spring and fall), *PbN* is sent out to book buyers, booksellers, librarians, schoolteachers, readers, the media, and more.

Prairie writers contribute to our diverse culture through novels, poetry, children's books, works of non-fiction and more, and are taking their place on the national stage.

No other publication or catalogue targets the Prairie market as effectively as *PbN*. With an estimated readership of about 90,000, *PbN* is the single best way to promote your Prairie published or authored titles, upcoming events, business, and love of Prairie books. *PbN* reaches the book readers and buyers that you want to reach!

Fiction, non-fiction, poetry, drama, children's books, middle-grade readers, young adult books, graphic novels and more are all featured in *PbN*. Turn to *PbN* for a fresh view of our publishing industry and our reading community.

*PbN* acts as a catalogue for consumers, and also for library, school and book store buyers, while creating media opportunities for publishers and authors.

### Why does *PbN* work?

While readers turn to *PbN* for the latest news about Prairie books in all genres, *PbN* also acts as a catalogue for libraries, schools and bookstore buyers, with features on about 150 new Prairie books in each issue. We include ordering information for each title.

Based on surveys, readers indicate that *PbN* is a reliable source for information on Prairie titles, both in terms of editorial and advertising content. Prairie bookstores and library buyers tell us that they use *PbN* to order books for their stores/libraries and readers.

### Who gets *PbN*?

*PbN* is distributed to over 90 communities and more than 300 venues across Canada. *PbN* is sent to many elementary, middle years and high schools in Western Canada. It is also sent to libraries, First Nations communities, university bookstores, major chain stores, independent booksellers, and other locations throughout Canada and the US midwest.

*PbN* is sent to an extensive media and subscriber list. We also insert copies of *PbN* in the Alberta, Saskatchewan and Manitoba home-subscriber editions of *The Globe and Mail* and to select home-subscribers of the *Winnipeg Free Press*.

### *PbN* is online!

We have a dedicated web site at [www.prairiebooksnow.ca](http://www.prairiebooksnow.ca) with articles and features from the magazine, and online exclusive content, and advertisements.

To book your ads, send the booking confirmation form by email. Questions? Contact:

Michael Wile  
Tel: (647) 677-7948  
Email: m.wile.advertising@gmail.com

## DEADLINES

<b>Spring/Summer Issue</b> Booking April 11 Artwork April 17 Issue released May 15	<b>Fall/Winter Issue</b> Booking September 6 Artwork September 13 Issue released October 31
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## COLOUR

Inside colour advertisements are available on a first come, first served basis. All cover advertisements are full colour.

## SAVE WHEN YOU BOOK IN MULTIPLE ISSUES!

Ad size	Width x Height (inches)	1 x rate	2 x rate	3 x rate	4 x rate
Full page	8.125 x 10.25 (trim) *Add .125" bleed on all sides. Safe area for text is 7.375" x 9.5" (0.375" margin from trim)	\$1450 b&w	\$1375 b&w	\$1300 b&w	\$1225 b&w
		\$1595 colour	\$1513 colour	\$1430 colour	\$1348 colour
1/2 page	Horizontal – 6.875 x 4.35 Vertical – 3.35 x 8.86	\$800 b&w	\$760 b&w	\$720 b&w	\$680 b&w
		\$880 colour	\$836 colour	\$792 colour	\$748 colour
1/3 page	Square – 4.52 x 4.35 Vertical – 2.17 x 8.86	\$650 b&w	\$620 b&w	\$585 b&w	\$550 b&w
		\$715 colour	\$682 colour	\$644 colour	\$605 colour
1/4 page	3.35 x 4.35	\$450 b&w	\$425 b&w	\$405 b&w	\$385 b&w
		\$495 colour	\$468 colour	\$446 colour	\$424 colour
1/6 page	Horizontal – 4.52 x 2.1 Vertical – 2.17 x 4.35	\$350 b&w	\$330 b&w	\$315 b&w	\$300 b&w
		\$385 colour	\$363 colour	\$347 colour	\$330 colour
Outside back cover	8.125 x 10.25 (trim) *Add .125" bleed on all sides. Safe area for text is 7.375" x 9.5" (0.375" margin from trim)	\$1800 colour	\$1600 colour	\$1500 colour	\$1400 colour
Inside front cover	8.125 x 10.25 (trim) *Add .125" bleed on all sides. Safe area for text is 7.375" x 9.5" (0.375" margin from trim)	\$1650 colour	\$1550 colour	\$1450 colour	\$1300 colour
Inside back cover	8.125 x 10.25 (trim) *Add .125" bleed on all sides. Safe area for text is 7.375" x 9.5" (0.375" margin from trim)	\$1500 colour	\$1450 colour	\$1400 colour	\$1250 colour

## ELECTRONIC SPECIFICATIONS:

Formats accepted:

- 1) *Adobe Acrobat PDF file*  
All fonts must be embedded  
Saved at 300 dpi resolution or higher
- 2) *TIFF or JPG files*  
Saved at 300 dpi resolution or higher
- 3) *Indesign files*  
Collected for output. All fonts and graphics included (**Note: postscript fonts are no longer supported by Adobe as of 2023**). Email as a compressed file (stuffit or zip)

Please note, we cannot accept Microsoft Publisher or Word, Corel files, or Pagemaker files.

**Colour:** All files should be in CMYK. RGB colours should not be used in any element of your ad.

**Filename:** Please include advertiser name in the ad filename.

Send electronic files to [pbn@relishbranding.ca](mailto:pbn@relishbranding.ca). In the subject line of your email please include the words "PbN Ad" followed by the name of your company.

## MECHANICAL SPECIFICATIONS:

**Printing process:** Web Offset

**Trim Size:** 8.125" x 10.25"

**Stock:** 35 lb Protex

**Halftone screen:** 85 lpi

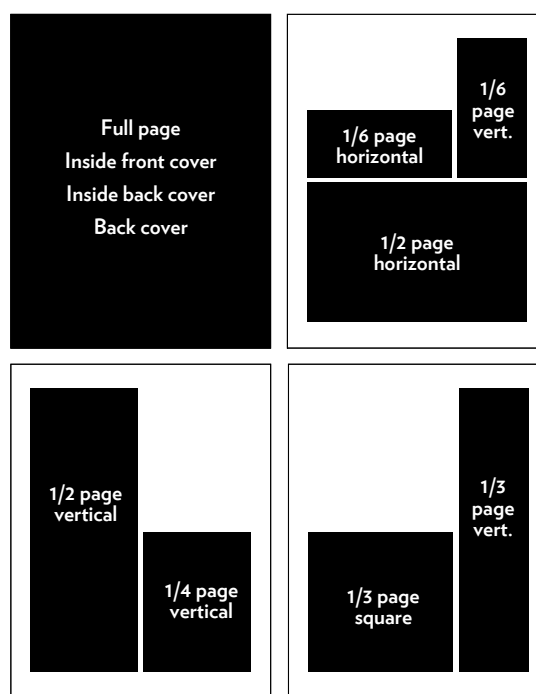
**Binding:** 1/4 fold

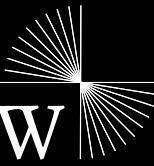
**Rates:** Rates are for space only. Production costs are additional.

**Payment:** Accounts are due upon receipt of invoice by advertiser. *Prairie books NOW* reserves the right to cancel future ads in cases of non-payment.

## BOOKINGS:

To book your ad, please send the booking confirmation form to [m.wile.advertising@gmail.com](mailto:m.wile.advertising@gmail.com) by the appropriate deadline (see booking confirmation sheet).





## 2024/2025 ADVERTISING CONFIRMATION

This is to confirm that \_\_\_\_\_ (the advertiser)  
is booking advertising space in *Prairie books NOW* for:

4 x     3 x     2 x     1 x

The ad(s) should run in

Spring/Summer 2024     Fall/Winter 2024     Spring/Summer 2025     Fall/Winter 2025

### For the following size(s)

- |                                    |                           |   |                         |
|------------------------------------|---------------------------|---|-------------------------|
| <input type="checkbox"/> Full page | 8.125 x 10.25 (trim)      | <input type="checkbox"/> 1/6 page           | Horizontal – 4.52 x 2.1 |
| <input type="checkbox"/> 1/2 page  | Horizontal – 6.875 x 4.35 | <input type="checkbox"/> 1/6 page           | Vertical – 2.17 x 4.35  |
| <input type="checkbox"/> 1/2 page  | Vertical – 3.35 x 8.86    | <input type="checkbox"/> Outside back cover | 8.125 x 10.25 (trim)    |
| <input type="checkbox"/> 1/3 page  | Square – 4.52 x 4.35      | <input type="checkbox"/> Inside front cover | 8.125 x 10.25 (trim)    |
| <input type="checkbox"/> 1/3 page  | Vertical – 2.17 x 8.86    | <input type="checkbox"/> Inside back cover  | 8.125 x 10.25 (trim)    |
| <input type="checkbox"/> 1/4 page  | 3.35 x 4.35               |   |                         |

If you wish to book different sizes in different issues, please note sizes and issues here:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### Agreement Cost

\$ \_\_\_\_\_ × \_\_\_\_\_ issues = \$ \_\_\_\_\_  
AD RATE                      AMOUNT                      TOTAL

The advertiser agrees to supply *Prairie books NOW* electronic copy by the deadlines outlined on the rate card.

Company: \_\_\_\_\_ Name: \_\_\_\_\_

Phone: \_\_\_\_\_ Signature: \_\_\_\_\_

Email: \_\_\_\_\_

*This form is a contract.*

### Note

No cancellation after deadline. (see rates page)  
Cancellations prior to deadline will result in prorated adjustment charges  
if discounts have been given toward multiple issue placements.

Prairie books NOW  
404-100 Arthur St.  
Winnipeg, MB. R3B 1H3