2020/2021

ADVERTISING RATE KIT

Prairie books NOW

Why advertise in *Prairie books NOW*?

The new *Prairie books NOW* is a colour magazine dedicated to promoting books from the Canadian prairies. Twice a year, *PbN* is sent out to book buyers, booksellers, librarians, schoolteachers, readers, the media, and more. No other publication or catalogue targets the prairie market as effectively as *Prairie books NOW*. *PbN* reaches the consumers you want.

With a readership of over 90,000, *Prairie books NOW* is the single best way for you to promote your prairie published or authored title, your upcoming events, your business, or your love of prairie books.

PbN's editorial features author profiles, book excerpts, news, features, upcoming events, and everything your market wants to know about books, from fiction, non-fiction, to drama, poetry and children's and young adults' books.

WHAT does *PbN* do?

PbN acts as a catalogue for consumers and library, school and store buyers, while creating a media opportunity for publishers and authors.

WHY does *PbN* work?

Because we treat books as news, consumers read *PbN* as a magazine. Book buyers have a single source to seek out a "local interest" section. We include ordering information for each title covered (over 100 titles per issue), and consumers, librarians and book buyers, based on reader surveys, indicate *PbN* is a reliable source for information on prairie titles, both in terms of editorial and advertising content.

WHO gets *PbN*?

PbN is distributed to over 90 communities across Alberta, Saskatchewan and Manitoba, as well as to targeted bookstores and individuals across Canada, and in the US. We also have a subscription base of over 1,000 individual consumers. Bundles of *PbN* are distributed free to the consumer through all bookstores and libraries in the prairies. Individual copies are delivered to every individual library, bookstore, school buyer across the prairies, as well as to regional buyers and store managers in the major chains.

ADVERTISING SALES
Michael Wile – ads@reviewcanada.ca / (647) 677-7948

Prairie books NOW

2020/2021 RATE CARD

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

Michael Wile
Tel: (647) 677-7948
Email: ads@reviewcanada.ca

DEADLINES

Spring/Summer Issue
Booking April 10
Artwork April 17
Released May 15

Fall/Winter Issue
Booking August 11
Artwork August 18
Issue released September 15

COLOUR

Inside colour advertisements are available on a first come, first serve basis. Contact our office for details. 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 7.125 x 9.25*	$1450 b&w $1595 colour	$1375 b&w $1513 colour	$1300 b&w $1430 colour	$1225 b&w $1348 colour
1/2 page	Horizontal – 6.875 x 4.35 Vertical – 3.35 x 8.86	$800 b&w $880 colour	$760 b&w $836 colour	$720 b&w $792 colour	$680 b&w $748 colour
1/3 page	Square – 4.52 x 4.35 Vertical – 2.17 x 8.86	$650 b&w $715 colour	$620 b&w $682 colour	$585 b&w $644 colour	$550 b&w $605 colour
1/4 page	3.35 x 4.35	$450 b&w $495 colour	$425 b&w $468 colour	$405 b&w $446 colour	$385 b&w $424 colour
1/6 page	Horizontal – 4.52 x 2.1 Vertical – 2.17 x 4.35	$350 b&w $385 colour	$330 b&w $363 colour	$315 b&w $347 colour	$300 b&w $330 colour
Outside back cover	8.125 x 10.25 (trim) **Add .125" bleed on all sides. Safe area for text is 7.125 x 9.25*	$1800 colour	$1600 colour	–	–
Inside front cover	8.125 x 10.25 (trim) **Add .125" bleed on all sides. Safe area for text is 7.125 x 9.25*	$1650 colour	$1475 colour	–	–
Inside back cover	8.125 x 10.25 (trim) **Add .125" bleed on all sides. Safe area for text is 7.125 x 9.25*	$1650 colour	$1475 colour	–	–

ELECTRONIC SPECIFICATIONS:

Formats accepted:

1) *Adobe Acrobat PDF file*
   All fonts must be embedded
   Saved at 300 dpi resolution or higher
2) *Indesign files*
   Collected for output. All fonts and graphics included. Email as a compressed file (stuffit or zip)
3) *TIFF or JPG files*
   Saved at 300 dpi resolution or higher

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

Size: Please ensure documents are under 2 MB when emailing. If larger than 2 MB, please send in separate emails.

Colour: All files should be in CMYK.

Send electronic files to 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: Mando supreme

Halftone screen: 85 lpi

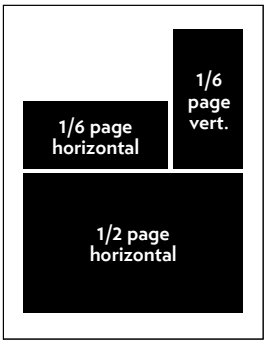
Binding: 1/4 fold

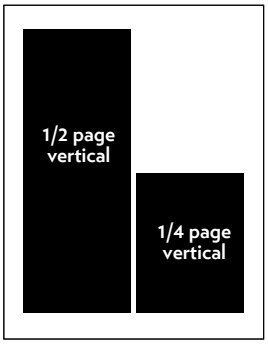
Rates: Rates are for space only. Production costs are additional.

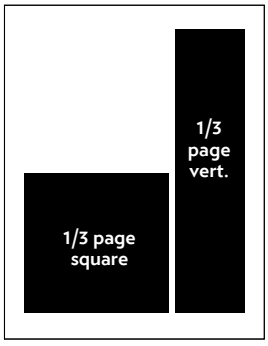
Payment: Accounts are due upon receipt of invoice by advertiser. *Prairie books NOW* reserves the right to cancel future ads in cases of non-payment.

BOOKINGS:

To book your ad, please send the booking confirmation form to ads@reviewcanada.ca by the appropriate deadline (see booking confirmation sheet).







Prairie books NOW

PLEASE FORWARD THIS FORM TO
ads@reviewcanada.ca

2020/2021
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 2020 ☐ Fall/Winter 2020 ☐ Spring/Summer 2021 ☐ Fall/Winter 2021

For the following size(s)

☐ Full page	8.125 x 10.25 (trim)	☐ 1/6 page	Horizontal – 4.52 x 2.1
☐ 1/2 page	Horizontal – 6.875 x 4.35	☐ 1/6 page	Vertical – 2.17 x 4.35
☐ 1/2 page	Vertical – 3.35 x 8.86	☐ Outside back cover	8.125 x 10.25 (trim)
☐ 1/3 page	Square – 4.52 x 4.35	☐ Inside front cover	8.125 x 10.25 (trim)
☐ 1/3 page	Vertical – 2.17 x 8.86	☐ Inside back cover	8.125 x 10.25 (trim)
☐ 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: _____

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

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