

The Fiddlehead Advertising Rates and Schedule for 2018

Frequency: 4 times per year

Single copy price: \$10.00 for winter, spring, autumn issues (\$15.00 for the larger summer issue)

Size: 6" x 9" bound journal

To book an ad for an upcoming issue contact fiddlehd@unb.ca or call 506.453.3501. To guarantee placement in a given issue, please reserve space by the booking date indicated below. If space is still available, we may be able to place your ad after the booking date has passed. If you are interested in trying your luck, get in touch by the ad artwork due date (below).

Ad Schedule

Issue	Booking date for guaranteed placement	Ad artwork due date	Distribution Date
274 (Winter 2018)	15 October	15 November	15 January
275 (Spring 2018)	15 January	15 February	15 April
276 (Summer 2018)	15 April	15 May	15 July
277 (Autumn 2018)	15 July	15 August	15 October
278 (Winter 2019)	15 October	15 November	15 January

Current Rates and Sizes (All ads print in black ink only. Please see specifications below.)

Ad Size:	1 X	2 X	3 X	4 X
Full page (4.5" W x 7" H)	\$225	\$200 per	\$180 per	\$160 per
Half page (4.5" W x 3.5" H)	\$150	\$130 per	\$120 per	\$100 per
Half page (2.25" W x 7" H)	\$150	\$130 per	\$120 per	\$100 per
Inside cover (front or back)	\$300	\$275 per	\$225 per	\$200 per

HST/GST not included in advertising rates. To receive the multiples discount, the booking for all the ads must be done before the booking date deadline for the first ad. Contact us for information on other ad sizes, inserts, or other specific advertising requests.

For single ad invoices will be issued after the issue comes out. Multiple ad invoices will be issued after the issue in which the first ad is placed comes and payment must be received before the second issue goes out to press.

Single ads paid by the artwork due date will receive a 10% discount; multiple booked ads will receive a 10% discount if the total cost of all the ads in the bundle is paid by the first ad artwork due date. The advertiser must let us know at booking that they would like the discount.

Ad specifications: Please supply your ad in one of the following formats: PDF, TIFF, JPG, or EPS. All fonts converted outlines. Files must be supplied at actual size, at 300 dpi resolution, in B&W. (RGB files will be converted to greyscale.) Ad sizes are indicated in Current Rates and Sizes table.

Inserts: \$.15 per piece

Website Advertising: To book an ad on our website, please contact us about space availability. The price is \$50 for one month and \$100 for three months. Website advertising must be paid in advance. The size dimensions in pixels should be 270 X 170. Ad must be in .jpg, .gif, or .png format.

Exchanges: Ad space (print or website) and inserts are also available on an exchange basis. Exchange availability for print ads and inserts must be confirmed by the scheduled booking dates indicated above.