

### Ad Rates

	Colour	1x	2x	3x
Back cover		\$3400	\$2800	\$2400
Inside Front Cover (Full page)		\$3000	\$2200	\$1800
Inside Back Cover (Full page)		\$3000	\$2200	\$1800
Full page		\$2500	\$2100	\$1600
1/2 page		\$1500	\$1100	\$1000
1/3 page (vertical or horizontal)		\$1100	\$900	\$750
1/4 page		\$800	\$750	\$600

### Ad Sizes

	width by height (inches)
Full page (non bleed)	7.75 x 10.25
Full page (with bleed)	8.75 x 11.25*
1/2 page	7.25 x 5
1/3 page horizontal	7.75 x 3.25
1/3 page vertical	2.5 x 10.25
1/4 page	3.75 x 5

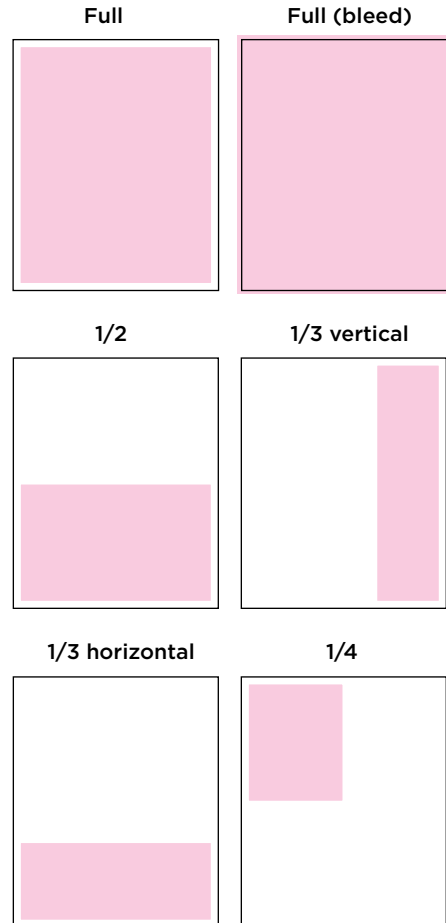
\*Only full page ad can bleed. 0.125 inches will be trimmed off each side—please keep all text in the live area of 7.75 x 10.25. Magazine trim size is 8.5 x 11.

\*\*Double page spread ads are also available. Bleed size is 17.25 x 11.25; this will be trimmed to 17 x 11. Do not place important content and small text down the middle as it could get lost in the spine.

**Printing process:** CMYK, Offset sheetfed  
**Paper:** coated stock, plus aqueous coated on press.  
**Screen:** 200 lines per inch  
**Binding Method:** Saddle-stitched

All ads are process colour (CMYK) and must be supplied in digital format. Preferred file format is press-ready PDF, but press ready files created in Adobe Indesign or Illustrator can be accepted with all supporting links and fonts included.

Press ready artwork can be emailed to: [amoore@cpaalberta.ca](mailto:amoore@cpaalberta.ca). Proofs are not supplied unless requested; please ensure accuracy before sending file.



### Dividends Schedule

#### Spring 2018

Booking Deadline: January 19, 2018  
 Artwork Deadline: February 16, 2018  
 Expected delivery: early-April

#### Summer 2018

Booking Deadline: May 18, 2018  
 Artwork Deadline: June 15, 2018  
 Expected delivery: early-August

#### Fall 2018

Booking Deadline: August 17, 2018  
 Artwork Deadline: September 14, 2018  
 Expected delivery: early-November

If you are interested in advertising in Dividends, contact Andrew Moore at [amoore@cpaalberta.ca](mailto:amoore@cpaalberta.ca) or call 403.313.9808.