



December 12, 2018

PCO Advertising Rates

As Pickleball Canada grows, we are changing our communication strategies. Instead of a monthly Newsletter we are moving to a quarterly Magazine. To this effect we are changing our advertising rates to reflect the progress in our communication. Since we are also revamping our Website new rates for that platform will be forthcoming in the New Year.

The following are the new rates for the magazine and the deadline for publication.

SPRING ISSUE	AD BOOKING	Feb 15
	AD SUBMISSION	March 4
SUMMER ISSUE	AD BOOKING	May 15
	AD SUBMISSION	June 4
FALL ISSUE	AD BOOKING	Aug 15
	AD SUBMISSION	Aug 24
WINTER ISSUE	AD BOOKING	Nov 15
	AD SUBMISSION	Dec 4

full page bleed	8.5"W x 11"H	\$180./issue	\$600/year (4 issues per year)
full page	7.5069"W x 8.5"H	\$140/issue	\$400/year (4 issues per year)
1/2 page horizontal	7.5069"W x 4.1597"H	\$70/issue	\$200/year (4 issues per year)
1/2 page vertical	3.6528"W x 8.5"H	\$70/issue	\$200/year (4 issues per year)
1/4 page Horizontal	7.5069"W x 2.06"H	\$35/issue	\$100/year (4 issues per year)
1/4 page vertical	3.6528"W x 4.1597"H	\$35/issue	\$100/year (4 issues per year)
1/8 page Horizontal	3.6528"W x 2.06"H	\$20/issue	\$70/year (4 issues per year)

Parameters for Advertising in the PCO magazine

- All art submission must be in size booked
- All art must be RGB color space
- All fonts must be outlined
- If logos are included please ensure they are in vector format for the best resolution
- For files that are over 12M please e-mail for a dropbox link
- For a full page bleed ad please leave ¼ inch bleed



For additional technical information please contact Joanne Ferster at:
stedangraphics@shaw.ca

PCO Web site Advertising Rates

For ads ranging from 166 pixels wide by 68 pixels height and no more than 250pixels W by 200 pixels H the rates for 2019 will be:

\$50 per month or \$250 for 6mths and \$500/yr.

We look forward to our continued collaboration to grow the sport of Pickleball and your business in Canada.

Sincerely yours

Marcel Latouche
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