



**Format and Technical Requirements**

The Urban Voice is a tabloid-style newsletter, with a finished page size of 11x17, and column width of 26p or 4.62 inches. When submitting ads, please keep the following in mind:

- PDF: distill as press-quality with all fonts embedded
- Adobe Illustrator: convert all text to outlines and save as an .eps file
- Please avoid sending low resolution (less than 300 dpi) files, such as those saved from the Internet
- We reserve the right to charge additional production costs if the ad is not camera-ready.

**Advertising Rates & Information**

Size	Width x Height	1 x rate	3 x rate	6 x rate
<b>Full Page</b>	9.5" x 15"	\$1679	\$1539	\$1459
<b>1/2 Page Horiz</b>	9.5 x 7.25"	\$939	\$839	\$797
<b>1/2 Page Vert</b>	4.625" x 15"	\$779	\$698	\$665
<b>1/3 Page Horiz</b>	9.5" x 4.625"	\$469	\$419	\$404
<b>1/4 Page</b>	4.625" x 7.25"	\$419	\$377	\$355
<b>1/6 Page</b>	4.625 x 4.625"	\$349	\$314	\$296
<b>Business Card</b>	4.625 x 2.25"	\$189	\$169	\$155

Highlight Colour (Pantone 288 Blue): Add \$89

**Flyer Insert**

600, 1 per municipality \$340      3300, 1 per subscriber \$799

**SUMA Municipal Marketplace (Premium Placement Ads)**

	Width x Height	1 x rate	3 x rate
Full Page	9.5" x 15"	\$1930	\$1790
1/2 Page Horiz	9.5 x 7.25"	\$1080	\$980

**Urban Voice Space Confirmation**

Please initial the month(s) in which you wish to advertise:

	Feb.	Apr.	June	Aug.	Oct.	Dec.
<b>Full Page</b>						
<b>1/2 Page Horiz</b>						
<b>1/2 Page Vert</b>						
<b>1/3 Page Horiz</b>						
<b>1/4 Page</b>						
<b>1/6 Page</b>						
<b>Business Card</b>						

**All rates net and do not include production costs (where required)**

\_\_\_\_\_ x \_\_\_\_\_ @ \$ \_\_\_\_\_ Total: \$ \_\_\_\_\_ (plus tax)

Frequency      Size

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

Address: \_\_\_\_\_

\_\_\_\_\_ Date: \_\_\_\_\_

**Readership**

Our readers are municipal leaders, a diverse group of decision makers including elected officials and administrators representing urban governments across Saskatchewan.

With a circulation of 3,175, our subscribers also include partners and elected officials and representatives from other orders of government. Exposure in the Urban Voice presents the opportunity to reach a truly unique audience.

**Frequency**

Six issues per year

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- **Send electronic ads by email to [communications@suma.org](mailto:communications@suma.org) and cc [cammackay@sasktel.net](mailto:cammackay@sasktel.net).** Thank you!

For additional information, call Cam Mackay

Ph: (306) 729-2594 Cell: (306) 529-6946 Fax: (306) 525-4373

Email: [cammackay@sasktel.net](mailto:cammackay@sasktel.net)

Contact: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

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

Authorized signature: \_\_\_\_\_