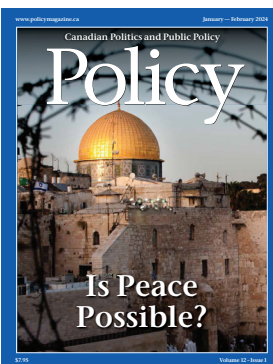
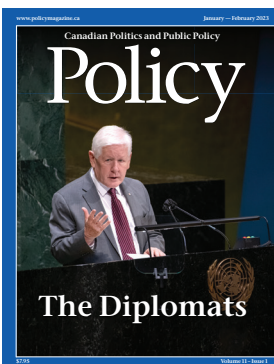
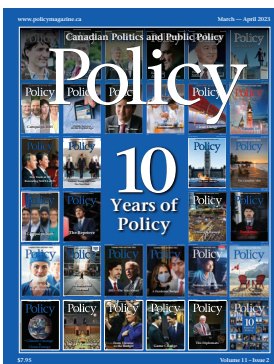
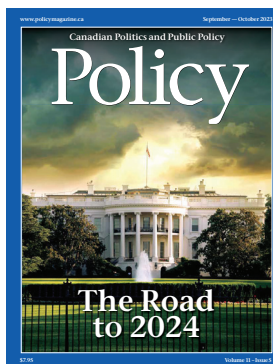


# Policy

Reach the People Who Make the Policy

2024

ADVERTISE@POLICY



*Policy's* editorial platforms include our bi-monthly flagship print magazine, now in its 11th year of publication; our distinct website, *Policy Online*; and *The Week in Policy*, our Friday Canada/US/global politics and policy newsletter. Our readers, like our contributors, are senior Canadian policy makers and business leaders, including CEOs, Members of Parliament, Senators, ministers, public servants, heads of boards, agencies and associations, government relations specialists and Canadian, US and international journalists. Distribution includes all Air Canada Maple Leaf Lounges across Canada and VIA Rail lounges in Montreal, Ottawa and Toronto.



Policy Online

*Policy Online* has grown over the past decade into a dynamic showcase of must-read pieces updated daily at our *Policy Specials*, *Columns*, *Analysis*, *Verbatim*, *Emerging Voices* and *Policy Dispatches* sections, as well as our popular *Book Reviews* page. Our online banner ads are available at competitive rates and reach a select audience of Canada's policy and decision makers.



We offer reasonable rates for full- and half-page placements in our flagship print magazine, which publishes every second month, and negotiable package rates for cross-placements in print, at *Policy Online* and in *The Week in Policy*. *Policy* readers, like *Policy* contributors, are Canada's most politically engaged, policy-oriented professionals — MPs, Senators, diplomats, strategists, senior academics, government relations specialists, political journalists — all with front-line experience of the major public policy issues and political stories we feature.

## Policy Magazine Advertising Rates

PRINT	1 Issue	2 Issues	6 Issues
1 Page	\$3,500	\$3,000	\$2,500
1/2 Page	\$2,000	\$1,500	\$1,250
Inside Covers	\$4,000	\$3,500	\$3,000
Back Cover	\$6,000	\$5,500	\$5,000

## Policy Magazine Ad Sizes

	Trim Size	Bleed Size	Safe Area
Full Page	8.5" x 11"	8.75" x 11.25"	7.5" x 10"
1/2 Page	8.5" x 5.5"	8.75" x 5.625"	7.5" x 4"

## Policy Magazine Ad Specifications

The preferred file format for ads is a press ready PDF. All fonts must be embedded or outlined. CMYK (4 colour process). Images at 300 dpi.

## Policy Online and The Week in Policy Advertising

Note that *Policy Online* and *The Week in Policy* are formatted to work well on desktops, tablets and mobile phones.

WEB	Size	1 Month	1 Year
Horizontal	728 X 90 px	\$1,000	\$10,000
Square	300 x 250 px	\$1,000	\$10,000
Banner	600 x 160 px	\$1,000	\$10,000

The preferred file format for *Policy Online* and *The Week in Policy* is jpg or png.



Everything you need to know from Ottawa, Washington and beyond.

*The Week in Policy* is our Friday round-up of political and policy news from Ottawa, Washington and around the world, presenting the week's major stories the way our readers and contributors talk about them — with a focus on common policy and political themes and narrative threads across major capitals. Compiled by former UPI Washington and AP New York editor and former Sun Media Washington Bureau Chief and *Policy* Editor and Publisher Lisa Van Dusen.

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