



“Calgary Celiac News”

2022 ADVERTISING RATES

- The Calgary Celiac Association publishes four (4) editions of the “**Calgary Celiac News**” each year.
 - Editions are published in **February, May, August and November**.
 - Newsletters are posted on our website, emailed to our distribution list (+1500 subscribers) and posted to our social media
 - In a recent survey to a sample of 300 Calgary and area members, we learned the following:
 - 98% of members read the newsletter for timely information on food products.
 - 96% of members read the advertisements in the newsletter to make purchasing decisions and stay current on new products.
- The Calgary Celiac Association is active on Facebook and Instagram (+6000 reach). Our followers care about where they can find safe gluten free food and they want to hear more about what is available in Calgary and area.

Newsletter Advertisement Specifications:

- Advertisers must provide a print ready image to appear in the newsletter:
 - Full Page – 8 x 10 inches
 - Half Page – 8 x 5 ¼ inches
 - Quarter Page – 4 x 5 ¼ inches
- Acceptable Image files: JPEG, vector, TIFF, PNG, and Microsoft Publisher

Submission Deadlines - first week of the month

- First Issue -- February
- Second Issue -- May
- Third Issue -- August
- Fourth Issue -- November

Invoices will be emailed and/or mailed out at the beginning of the advertisement term, along with a PDF copy of “**Calgary Celiac News**” for your review.

Calgary Chapter Office – Suite 102, 6940 Fisher Road SE, Calgary, AB, T2H 0W3

SUBMIT ADS BY E-MAIL TO: Joanne Godsman, Editor admin@calgaryceliac.ca

Calgary Celiac News

One Time Advertising Rates:

	Newsletter Advertisement	Cost
<i>Full Page Newsletter Ad</i>	Full Page Ad	\$250 each
<i>Half Page Newsletter Ad</i>	Half Page Ad	\$150 each
<i>Quarter Page Newsletter Ad</i>	Quarter Page Ad	\$75 each

Annual Advertising Rates:

	Newsletter Advertisement	Cost
<i>Full Page Newsletter Ad</i>	Full Page Ad (4 issues/year)	\$850/year
<i>Half Page Newsletter Ad</i>	Half Page Ad (4 issues/year)	\$450/year
<i>Quarter Page Newsletter Ad</i>	Quarter Page Ad (4 issues/year)	\$250/year