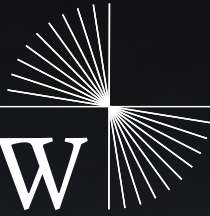


2015/2016  
ADVERTISING RATE KIT



Prairie books NOW



## Why advertise in *Prairie books NOW*?

**T**he new *Prairie books NOW* is a colour magazine dedicated to promoting books from the Canadian prairies. Twice a year, *PbN* is sent out to book buyers, booksellers, librarians, schoolteachers, readers, the media, and more. No other publication or catalogue targets the prairie market as effectively as *Prairie books NOW*. *PbN* reaches the consumers you want.

With a readership of over 60,000, *Prairie books NOW* is the single best way for you to promote your prairie published or authored title, your upcoming events, your business, or your love of prairie books.

*PbN*'s editorial features author profiles, book excerpts, news, features, upcoming events, and everything your market wants to know about books, from fiction, non-fiction, to drama, poetry and children's and young adults' books.

### WHAT does *PbN* do?

*PbN* acts as a catalogue for consumers and library, school and store buyers, while creating a media opportunity for publishers and authors.

### WHY does *PbN* work?

Because we treat books as news, consumers read *PbN* as a magazine. Book buyers have a single source to seek out a "local interest" section. We include ordering information for each title covered (over 100 titles per issue), and consumers, librarians and book buyers, based on reader surveys, indicate *PbN* is a reliable source for information on prairie titles, both in terms of editorial and advertising content.

### WHO gets *PbN*?

*PbN* is distributed to over 90 communities across Alberta, Saskatchewan and Manitoba, as well as to targeted bookstores and individuals across Canada, and in the US. We also have a subscription base of over 1,000 individual consumers. Bundles of *PbN* are distributed free to the consumer through all bookstores and libraries in the prairies. Individual copies are delivered to every individual library, bookstore, school buyer across the prairies, as well as to regional buyers and store managers in the major chains.

To book your ads, send the booking confirmation form by email or fax. Questions? Contact **Carlene Rummery at (204) 947-2762.**

404-100 Arthur Street  
Winnipeg, MB R3B 1H3  
Tel: (204) 947-2762 Fax: (204) 956-4689  
Email: pbn@mts.net

### DEADLINES

**Spring Issue**  
Booking March 1  
Artwork March 15  
Issue released March 31

**Winter Issue**  
Booking October 15  
Artwork November 1  
Issue released November 15

### COLOUR

Inside colour advertisements are available on a first come, first serve basis. Contact our office for details. All cover advertisements are full colour.

### SAVE WHEN YOU BOOK IN MULTIPLE ISSUES!

Ad size	Width x Height (inches)	1 x rate	2 x rate	3 x rate	4 x rate
Full page	8.125 x 10.4375 (trim) <i>*Add .125" bleed on all sides. Safe area for text is 7.125 x 9.4375</i>	\$1450	\$1375	\$1300	\$1225
1/2 page	Horizontal – 6.875 x 4.35 Vertical – 3.35 x 8.86	\$800	\$760	\$720	\$680
1/3 page	Square – 4.52 x 4.35 Vertical – 2.17 x 8.86	\$650	\$620	\$585	\$550
1/4 page	3.35 x 4.35	\$450	\$425	\$405	\$385
1/6 page	Horizontal – 4.52 x 2.1 Vertical – 2.17 x 4.35	\$350	\$330	\$315	\$300
Outside back cover	8.125 x 10.4375 (trim) <i>*Add .125" bleed on all sides. Safe area for text is 7.125 x 9.4375</i>	\$1800	\$1600	–	–
Inside front cover	8.125 x 10.4375 (trim) <i>*Add .125" bleed on all sides. Safe area for text is 7.125 x 9.4375</i>	\$1650	\$1475	–	–
Inside back cover	8.125 x 10.4375 (trim) <i>*Add .125" bleed on all sides. Safe area for text is 7.125 x 9.4375</i>	\$1650	\$1475	–	–

### ELECTRONIC SPECIFICATIONS:

Formats accepted:

- 1) *Adobe Acrobat PDF file*  
All fonts must be embedded  
Saved at 300 dpi resolution or higher
- 2) *Indesign files*  
Collected for output. All fonts and graphics included. Email as a compressed file (stuffit or zip)
- 3) *Tiff or Jpg files*  
Saved at 300 dpi resolution or higher

Please note, we cannot accept Microsoft Publisher or Word, Corel files, or Pagemaker files.

**Size:** Please ensure documents are under 2 MB when emailing. If larger than 2 MB, please send in separate emails.

**Colour:** All files should be in CMYK.

Send electronic files to pbn@relishbranding.ca. In the subject line of your email please include the words "PbN Ad" followed by the name of your company.

### MECHANICAL SPECIFICATIONS:

**Printing process:** Web Offset

**Trim Size:** 8 1/8" x 10 7/16"

**Stock:** Mando supreme

**Halftone screen:** 85 lpi

**Binding:** 1/4 fold

**Rates:** Rates are for space only. Production costs are additional.

**Payment:** Accounts are due upon receipt of invoice by advertiser. *Prairie books NOW* reserves the right to cancel future ads in cases of non-payment.

### BOOKINGS:

To book your ad, please send the booking confirmation form to pbn@mts.net by the appropriate deadline (see booking confirmation sheet).

