

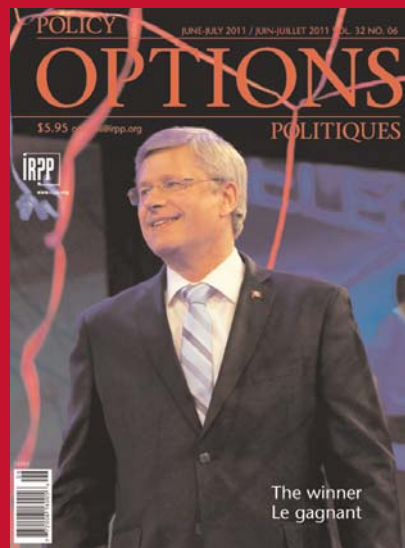
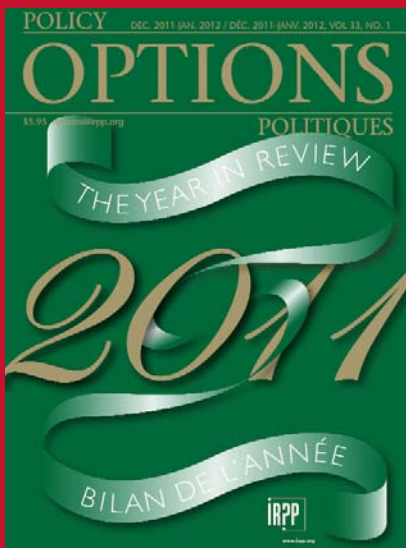
OPTIONS

options@irpp.org

POLITIQUES



CANADA'S Public Policy News Magazine



*"A first class publication with no rivals in Canada"
Derek Burney*

PRINT Advertising

Format	Position	Dimensions (Width x Height)	Colour		
			1 issue	5 issues	10 issues
1 page	Full page with bleed	8 1/2 x 11	\$2,500	\$2,250	\$2,000
1 page	Full page, no bleed	7 1/8 x 9 1/2	\$2,500	\$2,250	\$2,000
2/3 page	Vertical	4 11/16 x 9 1/2	\$2,100	\$1,900	\$1,700
1/2 page	Horizontal	7 1/8 x 4 1/2	\$1,500	\$1,350	\$1,200
1/2 page	Vertical	3 1/2 x 9 1/2	\$1,500	\$1,350	\$1,200
1/3 page	Horizontal	7 1/8 x 3 1/4	\$1,250	\$1,100	\$1,000
1/4 page	Horizontal	7 1/8 x 2	\$900	\$800	\$700
Cover 2 or 3	Full page with bleed	8 1/2 x 11	\$3,500	\$3,200	\$2,900
Back cover	Full page with bleed	8 1/2 x 11	\$4,000	\$3,600	\$3,200

- Magazine trim size, full page: 8 1/2 in. x 11 in.
- Bleed: add 1/8 in all around with crop marks added
- Preferential position: 15% extra

SCHEDULE 2012-13

10 issues	Booking	Material due date
February 2012	6 January	13 January
March	3 February	10 February
April	2 March	9 March
May	6 April	13 April
June	4 May	11 May
July-August	1 June	8 June
September	3 August	10 August
October	31 August	7 September
November	5 October	12 October
December 2012-January 2013	2 November	9 November

TECHNICAL Specifications and Required Elements

Policy Options only accepts electronic documents.

- The magazine is produced in QuarkXPress 6.5 for Macintosh and converted to press-ready PDF.
- Convert all Pantone colours to CMYK.
- Send file as press-ready Adobe Acrobat PDF or as Photoshop .TIF at minimum 200 ppi.
- A proof is required in Adobe Acrobat PDF format.
- Printing screen: 133 lpi.

Advertising material can be sent by e-mail to cletourneau@irpp.org or uploaded to the IRPP *Policy Options* ftp site:

Host: 204.19.248.29

Username: po

Password: kent1980

Production questions: Chantal Létourneau (514) 787-0749 or cletourneau@irpp.org

CONDITIONS

- The advertising agreement must be accepted and signed by both parties.
- Typesetting and artwork are extra.
- The publisher retains the right to refuse technically substandard submissions or submissions which go against its advertising policy.
- Advertisers and their agents bear the complete liability for the content of their advertisement.
- No cancellation will be accepted after the booking date.

ADVERTISING Contact

Suzanne Ostiguy McIntyre, Vice President, Operations, IRPP

1470 Peel Street, Suite 200, Montreal, Quebec H3A 1T1

Tel: 514-787-0740

Fax: 514-985-2559

Email: sostiguy@irpp.org



PRINTED *Distribution*

Print run 3,000 copies, 10 times per year, distributed in the following manner:

- Subscribers
- House of Commons
- Senate
- Deputy Ministers (Canada)
- Provincial Premiers
- MLAs Alberta
- National Assembly of Quebec
- Ottawa Press Gallery
- Quebec Press Gallery
- Journalists
- Air Canada Maple Leaf Lounges (Montreal, Toronto, Ottawa, Vancouver)
- Newsstands
- Promotional

WEB *Advertising*

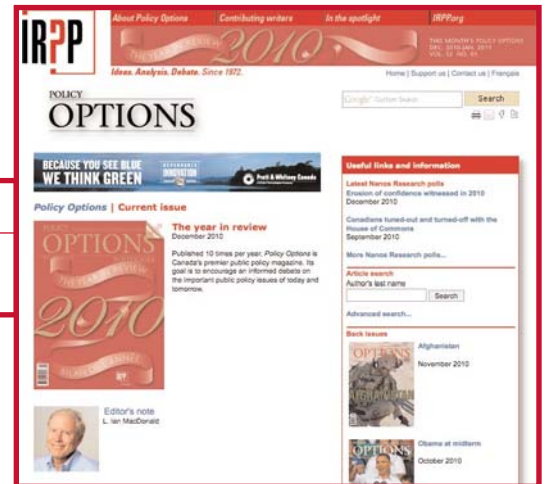
Position on PO home page	Dimension (Width X Height)	Rate
Top	440 px x 60 px	\$500/month
Strategically placed elsewhere	440 px x 60 px	\$250/month

- Material can be sent by e-mail in GIF format and should not exceed 25 KB

ONLINE *Distribution IRPP.ORG*

More than **60,000** visitors to the *Policy Options* homepage and over **1,000,000** articles (advertisements included) downloaded over the past year.

Visitors to *Policy Options* online include federal, provincial and municipal government officials, business executives, journalists and academics (students and professors) as well as researchers from other public policy organizations.



CONTENTS

Bilingual publication (80 percent English/20 percent French).

Each article includes a bilingual summary.

- Each issue has 76 pages on average. Most articles are generally between 1,500 and 4,000 words.
- Each issue has a theme (5-8 articles) that focuses on a hot public policy topic, and regularly includes a shorter *Dossier* (3-4 articles) on a specific subject of interest as well as a few nonthematic articles.
- Editor's Note (bilingual): L. Ian MacDonald
- Regular columns:
 - Verbatim (lightly edited transcript of a speech by a public figure)
 - Book Excerpt
 - Book Review
 - Q&A (interview)
- Regular columnists:
 - Todd Hirsch (English)
 - Alain Noël (French)





*Institute for
Research on
Public Policy*

*Institut de
recherche
en politiques
publiques*

MISSION

Founded in 1972, the Institute for Research on Public Policy is an independent, national, bilingual, nonprofit organization.

The IRPP seeks to improve public policy in Canada by generating research, providing insight and sparking debate on current and emerging policy issues facing Canadians and their governments.

The Institute's independence is assured by an endowment fund, to which federal and provincial governments and the private sector contributed in the early 1970s.

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POLICY OPTIONS

Policy Options is Canada's premier public policy magazine. Its goal is to encourage an informed debate on the important public policy issues of today, and of tomorrow. In each edition, short articles on the immediate issues that dominate the headlines are combined with in-depth analyses of longer-term issues that are certain to emerge on the policy horizon. In seeking balance and diverse points of view, the magazine welcomes empirical articles that present well-supported arguments.