

# PLAN NORTH WEST

## ADVERTISING RATES 2016/2017

### ABOUT PLAN NORTH WEST

*PLAN North West* is a professional publication featuring articles that provide insight into contemporary planning from a variety of perspectives. Its objective is to provide a forum for people in the profession to share their experience and expertise. This allows planners, decision makers, government officials and others involved in planning to stay informed of the current and innovative planning and development practices across Alberta, Manitoba, Northwest Territories, Nunavut, and Saskatchewan.

### WHY ADVERTISE?

APPI, MPPI, and SPPI Members look to *PLAN North West* as a source of current information and reference. *PLAN North West* offers advertisers:

- Direct access to industry professionals working in a variety of settings
- A circulation of approximately 1500 including universities, libraries, and other CIP affiliates across Canada
- Reasonable rates and volume discounts for 3-issue commitments

### TECHNICAL INFORMATION

- All advertising insertions are in full colour.
- Ads must be received **six weeks** in advance of the next publication date for inclusion.
- Ads must be submitted in electronic format as **CMYK .tif files at 300 dpi** to [plannorthwest@gmail.com](mailto:plannorthwest@gmail.com).
- **Back cover ads** must include a **0.125" bleed**. Interior ads do not require bleeds.

Placement of ads is subject to editorial layout. *PLAN North West* accepts no responsibility for design errors or omissions submitted by advertisers. The Editorial Committee receives the right to refuse to publish advertising content.

### CONTACT

Please send cheques payable to APPI, to:  
Alberta Professional Planners Institute  
PO Box 596 Edmonton, Alberta T5J 2K8

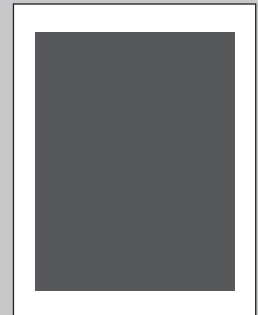
For more information please contact the *PLAN North West* Committee by email at [plannorthwest@gmail.com](mailto:plannorthwest@gmail.com).



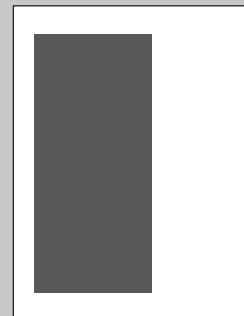
### AD SIZES & RATES\*



Back Cover  
8.5" w x 7.75" h | **\$1000**



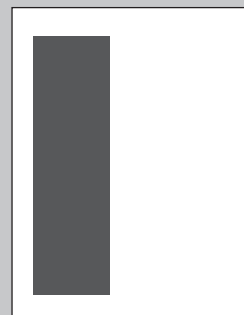
Full Page  
7" w x 9" h | **\$1000**



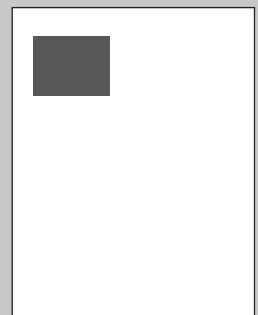
Half Page Vertical  
4.11" w x 9" h | **\$750**



Half Page Horizontal  
7" w x 4.42" h | **\$750**



One Third Page Vertical  
2.67" w x 9" h | **\$650**



Business Card  
2.67" w x 2.12" h | **\$200**

\* A 15% discount is offered to those who run the same advertisement in three consecutive editions.