

workers^{VOICE}

for all workers



media kit 2011

advertising rate card





why advertise in *Workers' Voice* magazine?

■ distribution and readership

We print 10,000 copies of every issue of *Workers' Voice* for distribution across Canada. Government offices, agencies, municipalities, trade unions, workers and worker organizations receive *Workers' Voice*. We publish quarterly: spring, summer, fall and winter.

■ relevance and staying power

As a quarterly publication, *Workers' Voice* has a longer 'shelf life' than most print options. Your message will be seen and read for many weeks after publication. Our feature articles are selected to be relevant and of ongoing national interest.

■ quality

A high-quality magazine, *Workers' Voice* has full-colour glossy covers and is packed with vibrant illustrations and photos. The content is sharp, informative, entertaining and always relevant.

advertising rates



closing dates

April (Spring Issue)
June (Summer Issue)
September (Fall Issue)
December (Winter Issue)

March 11, 2011
June 10, 2011
August 5, 2011
November 10, 2011

inside advertising rates

Size	Price	Specifications
Third of Page	\$700	4.437" w x 4.5" h or 6.75" w x 3.5" h
Half Page	\$1,050	4.437" w x 7.5" h or 6.75" w x 5" h
Two Thirds of Page	\$1,375	4.437" w x 10" h or 6.75" w x 6.5" h
Full Page*	\$1,625	8.0" w x 10.75" h

covers

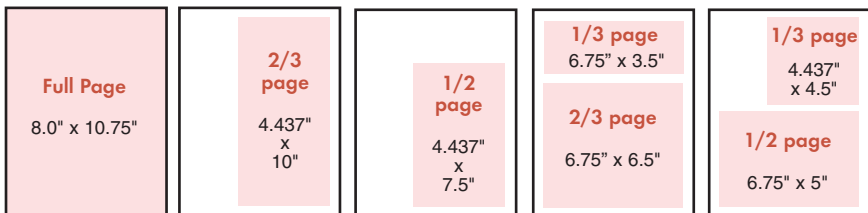
Outside Back Cover*	\$2,750	8.0" w x 10.75" h
Inside Front or Back Cover*	\$2,145	8.0" w x 10.75" h

**leave 0.25" bleed*

multiple booking rates

10% discount, two ads.
20% discount, four ads.

relative ad sizes





for more information:

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