

North of McKnight
**Community
Connection**

PO Box 95083, Saddle Ridge PO • Calgary, AB T3J 0E3 • 403.775.1331 • community-connection.ca

Media Kit

North of McKnight Community Connection is a **free** monthly, full-colour magazine packed with information, photographs, editorials, exciting community events and more. Offering quality layouts and original article content, this magazine is meant to inspire. From comic strips to cultural events, this is a magazine readers can relate to, and it's the hope their love for their community and surrounding areas will grow with each issue.

February 2008 will be the premiere issue distributing 17,000 issues to area businesses and residents via Canada Post. The communities of Castleridge, Coral Springs, Falconridge, Martindale, Saddle Ridge & Taradale will receive a complimentary copy in their mailbox. An additional 3,000 issues will be available in local stores, restaurants and community halls. The communities of Coral Springs, Martindale, Saddle Ridge and Taradale have selected the publication as their official, and only newsletter choice. Falconridge/Castleridge has also expressed their intended support.



Ad Rates

Full Colour	1 x	3 x	6 x	9 x	12 x
Back Cover	3977	3565	3447	3299	2946
Inside Front Cover	3768	3377	3265	3126	2791
Inside Back Cover	3663	3283	3175	3039	2713
Double Page Spread	3516	3152	3048	2917	2605
Full Page	2093	1876	1814	1737	1550
2/3 Page	1451	1300	1257	1203	1074
1/2 Page	1120	1004	971	929	830
1/3 Page	753	675	653	625	558
1/4 Page	581	521	503	482	430
1/8 Page	296	265	256	245	219
Corner	224	201	194	186	166

*price is per insertion and subject to 5% GST

Due Dates

Art and 50% down due by:

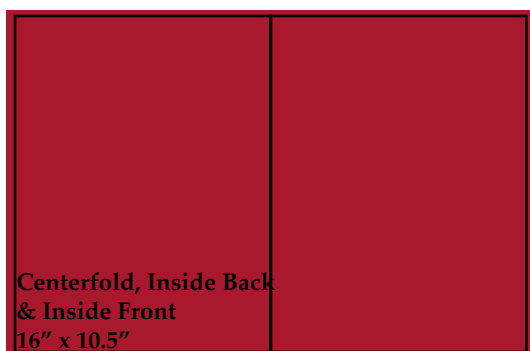
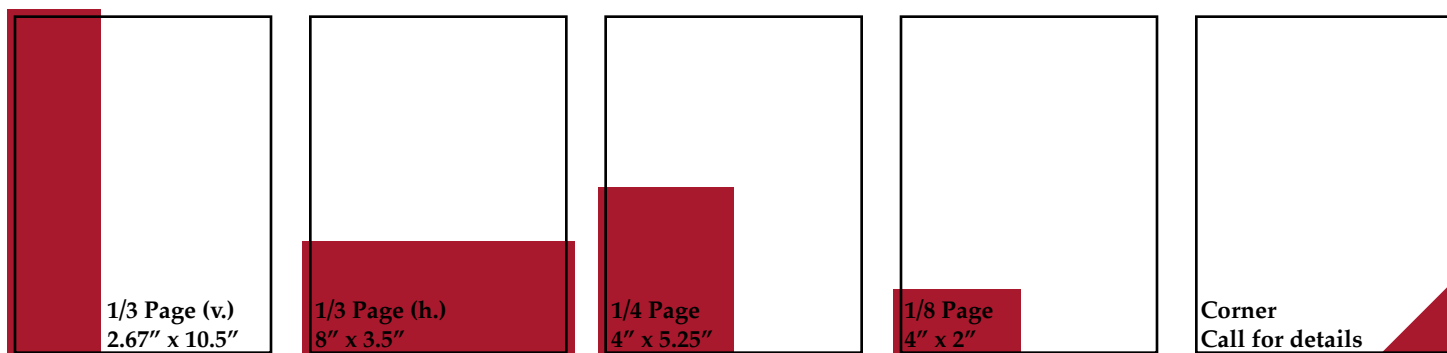
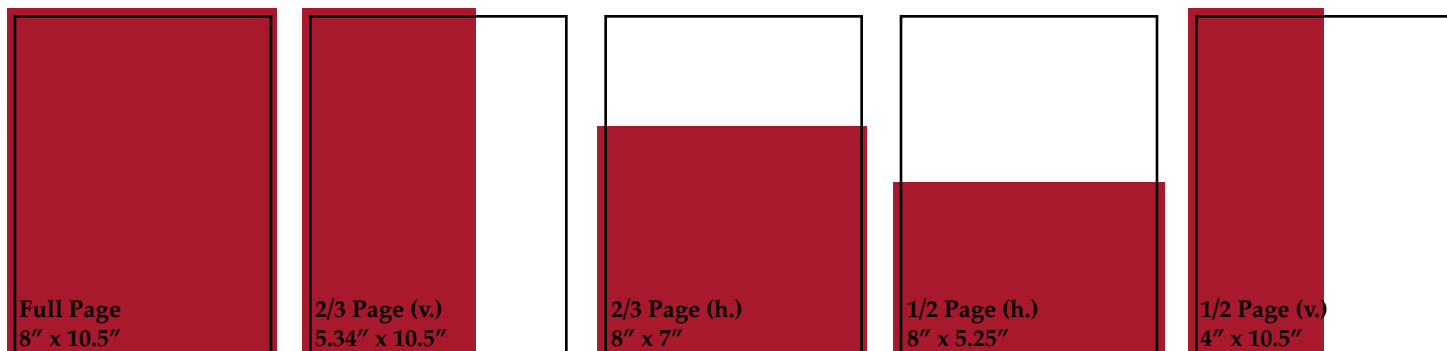
March 2008
 April 2008
 May 2008
 June 2008
 July 2008
 August 2008
 September 2008
 October 2008
 November 2008
 December 2008

February 7
 March 6
 April 10
 May 8
 June 5
 July 10
 August 7
 September 7
 October 9
 November 6

All pre-paid ads receive an additional discount.



Print Ad Specifications



If you require assistance with ad creation, call our office at 403.775.1331 and we can assist you with an affordable design solution.

- Rates are per issue pricing and are subject to 5% GST.
- Rates are based on camera-ready art work supplied by the client and to our Print Ad Specifications.
- Preferred positioning – 10% of earned space rate.
- Rates are subject to change without notice.
- The publisher reserves the right to reject any ad at any time, even if it has been published previously.
- Payment is due on or before the date agreed in contract. Rates are payable in CDN funds only.
- All accounts over 14 days past due will be charged at 2% per month (24% APR) on outstanding balance. Interest may be used as credit with SPRY Publications.
- No verbal contracts accepted.
- The publisher cannot be held responsible for the quality of reproduction when specifications are not adhered to, an approved proof is not provided, or when material arrives after the stated ad materials deadline.

*add 1/8" bleed to all four sides of creative

Editorial Highlights 2008

February

- RRSP & income tax

Space Closing: January 8

Material Closing: January 10

Mails: February 4

March

- Travel

Space Closing: February 5

Material Closing: February 7

Mails: March 3

April

- Volunteer appreciation

Space Closing: March 4

Material Closing: March 6

Mails: April 2

May

- Outdoor activities

Space Closing: April 8

Material Closing: April 10

Mails: May 2

June

- Summer activities for all budgets

Space Closing: May 6

Material Closing: May 8

Mails: June 2

July

- Multicultural Events

Space Closing: June 3

Material Closing: June 5

Mails: July 2

August

- Back to school

Space Closing: July 8

Material Closing: July 10

Mails: August 1

September

- Safety around home & community

Space Closing: August 5

Material Closing: August 7

Mails: September 2

October

- Breast Cancer Awareness

Space Closing: September 2

Material Closing: September 4

Mails: October 2

November

- Holiday shopping

Space Closing: October 7

Material Closing: October 9

Mails: November 3

December

- Nutrition and health

Space Closing: November 4

Material Closing: November 6

Mails: December 1