



Calgary Celiac News

2023 ADVERTISING RATES

- The Calgary Celiac Association publishes four (4) editions of the “*Calgary Celiac News*” each year. Editions are published in:
 - **February**
 - **May**
 - **August**
 - **November**
- Newsletters are posted on our website, emailed to our distribution list (+1900 subscribers) and posted to our social media.
- In a recent survey, to a sample of Calgary and area members, we learned that 96% of those surveyed read the newsletter for timely information on gluten free products, local businesses, and dining out options.
- The Calgary Celiac Association is active on Facebook and Instagram (+6000 reach). Our followers care about where they can find safe gluten free food.

Newsletter Advertisement Specifications:

- Advertisers must provide a print ready image to appear in the newsletter:
 - Full Page – 8 x 10 inches
 - Half Page – 8 x 5 ¼ inches
 - Quarter Page – 4 x 5 ¼ inches
- Acceptable Image files: JPEG, vector, TIFF, PNG, and Microsoft Publisher

Submission Deadlines - first Friday of the newsletter month or as requested.

Invoices will be emailed and/or mailed out at the beginning of the advertisement term, along with a PDF copy of “*Calgary Celiac News*” for your review.

Calgary Chapter Office – Suite 102, 6940 Fisher Road SE, Calgary, AB, T2H 0W3

SUBMIT ADS BY E-MAIL TO: Joanne Godsman, Editor admin@calgaryceliac.ca



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2023 ADVERTISING COMMITMENT

Please fill out your company name and contact information, select the size and frequency of the advertisement you wish to purchase and return this form to admin@calgaryceliac.ca. You will be contacted each quarter with submission and deadline reminders and emailed your invoice.

Company Name	
Authorized Representative	
Signature	
Business Phone	
Email Address	
Date completed	

Annual Rates	Newsletter Advertisement	Cost	Please Check
Full Page Newsletter Ad	Full Page Ad (4 issues/year)	\$850/year	
Half Page Newsletter Ad	Half Page Ad (4 issues/year)	\$450/year	
Quarter Page Newsletter Ad	Quarter Page Ad (4 issues/year)	\$250/year	

One-Time Rates	Newsletter Advertisement	Cost	News Issue	Please Check
Full Page Newsletter Ad	Full Page Ad	\$250 each		
Half Page Newsletter Ad	Half Page Ad	\$150 each		
Quarter Page Newsletter Ad	Quarter Page Ad	\$75 each		

Acknowledgement of commitment:

By completing this form, your company agrees to purchase the advertisement as outlined above. Newsletter advertisement slots are limited and issued on a first come, first served basis.

Accepted by Editor: _____

Date: