



### THE SKINNY ON THE SPARK

-  **Printed Copies:** 500
-  **Digital Readership:** 9,000
-  **Membership Network:** 2,500
-  **Website Hits:** 83,000
-  **Social Media Followers:** 6,400

The newly designed printed copies will be distributed to all of our major partners and close affiliations. This includes industry partners, advisory organizations and municipal bodies. Issues of *The Spark* are also provided to our partners overseas including China, Brazil, Iran, India, Vietnam, Hong Kong and Oman.

### PRINT ADVERTISING RATES

Ad Type	1x	2x	3x	4x
Outside Back Cover	\$1,500	\$2,900	\$4,200	\$5,700
Inside Front Cover/Inside Back Cover	\$1,200	\$2,300	\$3,400	\$4,500
Full Page	\$675	\$1,250	\$1,725	\$2,100
1/2 Page	\$425	\$800	\$1,125	\$1,500



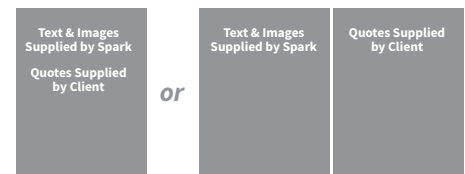
### ADVERTORIAL CONTENT from \$1,200

Similar to a regular ad in our pages, but the content is beautifully laid out and designed using our fonts and house-design style. The client will provide content (which will be edited for spelling, grammar and style by the editor). It will be labelled: "Brought to you by [client name]" or "Presented by [client name]." (Contact information and logo are included.) *Minimum one page.*



### SPONSORED CONTENT from \$1,800

Editorial content will be driven by the clients' needs as an opportunity to get the clients' message in the pages of our magazine. It's beautifully laid out and designed to look like an editorial page in the magazine, using our fonts and house-design style. The Spark will appoint an experienced writer to provide the content and will work directly with the editor to execute. It will be labelled: "Brought to you by [client name]" or "Presented by [client name]." (Contact information and logo are included.) *Minimum one page.*



### PARTNERED CONTENT from \$1,800

Editorial content will be developed and driven by the editor and *The Spark* staff, in partnership with the client. The client's story is seamlessly partnered with our story or feature — content includes quotes from the client (but may include other quotes related to the story but not from a client's competitor). It's beautifully laid out and designed using our fonts and house-design style. Client can approve quotes but does not review or edit the partnered article, which will be published without client logo or contact information, as it will appear in an editorial package.

## Print Advertising Rates

Contact our Marketing Team to place your order  
or for additional information – [marketing@sparkcentre.org](mailto:marketing@sparkcentre.org)

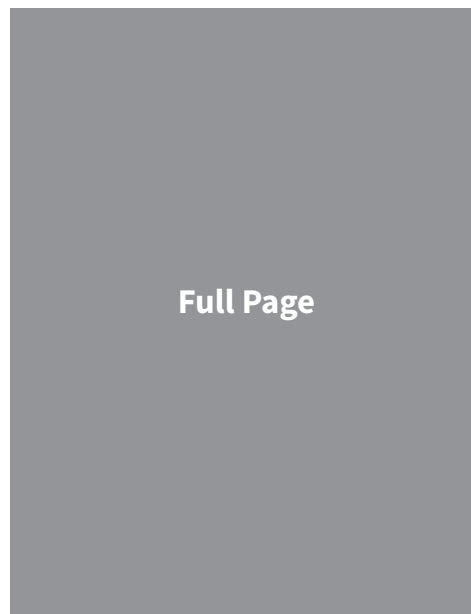
### Advertise in ISSUE 8

#### PURCHASING DEADLINE

March 2, 2020

#### SUBMISSION DEADLINE

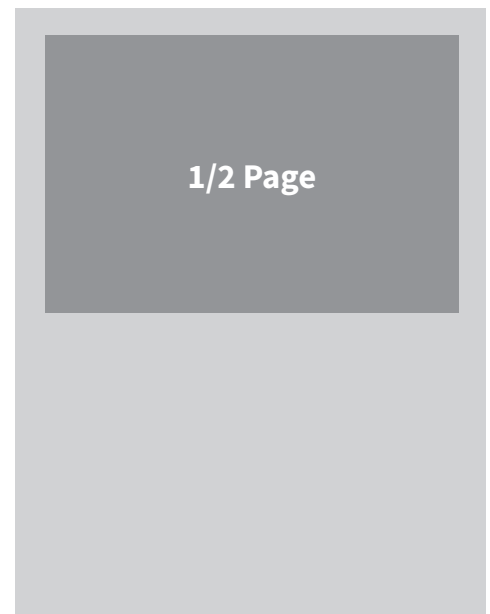
March 6, 2020



Full Page

#### FULL PAGE (full bleed)

Trim Size: 8.5" x 11"  
With Bleed: 8.75" x 11.25"



1/2 Page

#### 1/2 PAGE

Trim Size: 7.5" x 4.81"

#### DIGITAL FILE SUBMISSION

- Press-ready PDF, TIFF or JPG files accepted
- Files must be 300 dpi, CMYK and have all fonts outlined
- If your ad is full page, please include a 1/8" (0.125") bleed beyond trim and 1/4" (0.25") safety for all copy



Submit artwork to: [marketing@sparkcentre.org](mailto:marketing@sparkcentre.org)