

northroots magazine

Box 911 • Flin Flon, MB • R8A 1N7 Phone 204.687.5411 • Fax 204.687.3280
info@northroots.ca • www.northroots.ca

Arviat • Churchill • Cormorant • Cranberry Portage • Creighton
Cross Lake • Denare Beach • Deschambault • Easterville • Flin Flon
Gilliam • Grand Rapids • La Ronge • Leaf Rapids • Lynn Lake
Moose Lake • Nelson House • Norway House
Opaskwayak Cree Nation • Oxford House • Pelican Narrows
Prince Albert • Pukatawagan • Sandy Bay • Sherridon • Snow Lake
Split Lake • The Pas • Thompson • Wanless



Northroots Magazine is published six times a year with 10,000 copies distributed free at more than 200 locations in our region.

Who we are

Our magazine is in the ninth year of publication, celebrating life in the north.

Our name is intended to include all those with roots in the north. People of our First Nations, people with a history in the fur trade, the lumber industry, the mining industry, farmers, fishermen, cottagers and tourists. We are all linked by our common geographic area, by migration within the region and by the rivers, highways and railways connecting us.

Our region covers an area from Churchill in the north to the Saskatchewan River in the south, from Prince Albert to the west and Grand Rapids to the east.

Distribution

10,000 copies are printed every two months, (*northroots* has an extended shelf life with a 99% pick up rate.) Our free magazine reaches 30,000 readers. There are 85,000 residents in our region. Many say they pass the magazine on to others outside the region. Our CPM is \$50 (cost to reach 1,000 readers at 1 reader per magazine.)

Northroots is *in-flight* reading on all Calm Air flights.

We deliver to airports, retail stores, service stations, libraries, government and band offices, schools, and nursing homes, over two hundred locations in the region.

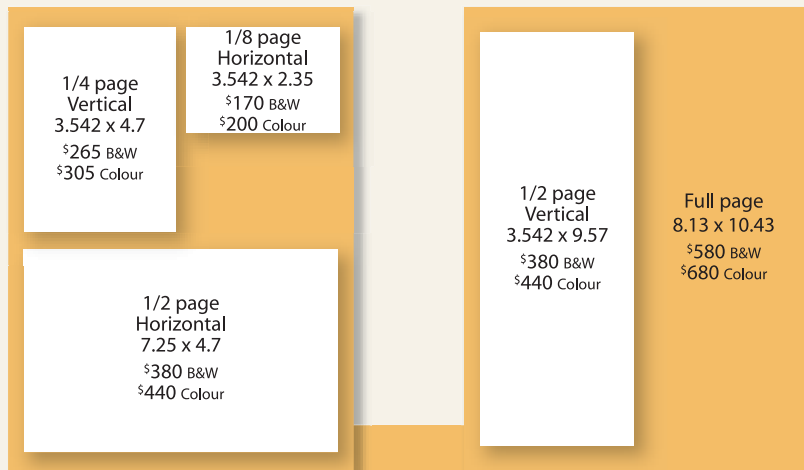
On the web

Our website northroots.ca showcases the region to a global audience.

ADVERTISING RATES

Sizes & Prices

Ad size	(Inches)	
	Width	Height
1/8 page H	3.542	2.35
1/8 page V	2.4	3.5
1/8 Banner H	7.25	1.175
1/4 page H	4.635	3.5
1/4 page V	3.542	4.7
1/4 Banner H	7.25	2.35
1/2 page H	7.25	4.7
1/2 page V	3.542	9.57
Full page	8.125	10.425 + .125" bleed



Ad Rates

additional 5% discount if prepaid*

All prices have been discounted for # of runs.

GST not included in prices below.

# Runs	1/8	1/4	1/2	Full
1	200.00	305.00	440.	680.
2	380.00	579.50	836.	1292.
3	592.50	846.38	1221.	1887.
4	720.00	1098.00	1584.	2448.
5	875.	1334.38	1925.	2975.
6	1020.	1555.50	2244.	3468.

All sizes in inches

1/8 page Banner 7.25 x 1.175
\$170 B&W \$200 Colour

1/4 page Banner
7.25 x 2.35
\$265 B&W
\$305 Colour

1/4 page
Horizontal
4.635 x 3.5
\$265 B&W
\$305 Colour

1/8 page
Vertical
2.4 x 3.5
\$170 B&W
\$200 Colour

Premium Placement (single run)

- Inside Front Cover 1/8 Page - \$220
- Inside Front Cover 1/4 Page - \$340
- Inside Front Cover 1/2 Page - \$485
- Inside Front Cover Full Page - \$1100
- Inside Back Cover Full Page - \$1100
- Back Cover Full Page - \$1500

Favourite Formats

If you are designing your own ad please send as .EPS, .TIF or .PDF format, in high resolution (300 dpi) and in CMYK. Black and white ads should be converted to grayscale. You may email your ads or send them on a CD.

Be sure to include all support files and fonts.

If we design the ad, we prefer to receive original photographs. If you are scanning your own images and sending them electronically, please scan at 300 dpi and to the appropriate size for the ad.

Terms

All advertising is subject to GST unless exemption number accompanies order.

First time advertisers may be required to pay in advance for their first ad, by the closing date.

Software

- Adobe Acrobat 9.0 Professional
- Adobe Illustrator CS4
- Adobe Photoshop CS4
- Adobe Indesign CS4

Platforms Used

- Mac OS X 10.6.2
- Mac OS X 10.5.8

Deadline & Publication Dates

Material Deadline	Publication Date	
January 27	February 10	(2012)
March 23	April 6	(2012)
May 11	June 1	(2012)
July 20	August 3	(2012)
September 21	October 5	(2012)
November 16	December 1	(2012)