



EDITORIAL DEPARTMENT

Canada and Bermuda Territory
2 Overlea Blvd., Toronto ON M4H 1P4
416-425-2111 • salvationist@salvationarmy.ca

Salvationist and Salvationist.ca Advertising Rate Card



Salvationist Magazine

Frequency: Bimonthly

Circulation: 9,200

Salvationist.ca

Users/month: 32,700

Page views/month: 93,200

Mission

Salvationist and Salvationist.ca inform readers about the mission and ministry of The Salvation Army in Canada and Bermuda, and around the world.



Print—Salvationist Magazine

Deadline: First of the month two months prior to requested date of publication (e.g., ads for July/August issue are due May 1)

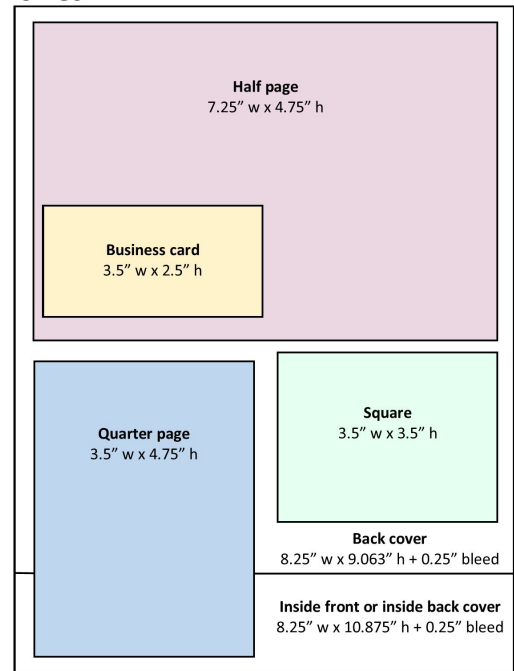
Design specs: PDF or JPG; 300 pixels per inch

Contact: Pamela Richardson, Assistant Editor-in-Chief, at pamela.richardson@salvationarmy.ca

Rates:

Size	1st ad	2nd ad (10% off)	3rd ad (15% off)
Business card	\$150	\$135	\$127
Square	\$200	\$180	\$170
Quarter page	\$300	\$270	\$255
Half page	\$550	\$495	\$467
Inside front or inside back cover	\$1,100	\$990	\$935
Back cover	\$1,200	\$1,080	\$1,020

Sizes:



Website and Social Media

Deadline: Ten days before requested posting date

Design specs: JPG or GIF; 72 pixels per inch

Contact: Kristin Ostensen, Managing Editor, *Salvationist* and *Salvationist.ca*, at kristin.ostensen@salvationarmy.ca

Channel	Size
Website sidebar ad	600 x 375 px
Facebook	1200 x 630 px
Blog post	1200 x 630 px
Twitter	1200 x 670 px
Instagram	1080 x 1080 px

Conditions and Payment Information

- All advertising must meet Salvation Army standards and be approved by the Editor-in-Chief.
- Advertising designed by the Editorial Department is subject to an additional charge.
- Invoices will be issued upon publication of the advertising and paid within 30 days of the invoice date.

