Your advertising buy includes both a print ad AND a web ad.
Web-FIRST and web-ONLY bundles are also available.
Rates quoted do not include 13% HST.
Rates are for insertion of finished artwork.
Positioning requests may be considered (10% surcharge).
Our print and web artwork specifications must be provided to your designer (available by request or at thewholenote.com/advertising).
Ad-making services are available at reasonable rates.

<table>
<thead>
<tr>
<th>SIZE</th>
<th>EDUCATORS RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-page reserved placement</td>
<td>$2,290</td>
</tr>
<tr>
<td>Full-page, basic</td>
<td>$2,060</td>
</tr>
<tr>
<td>Half-page, vertical or horizontal</td>
<td>$1,116</td>
</tr>
<tr>
<td>One-third page, horizontal or portrait</td>
<td>$778</td>
</tr>
<tr>
<td>Quarter-page, horizontal or portrait</td>
<td>$583</td>
</tr>
<tr>
<td>Square sixth</td>
<td>$399</td>
</tr>
<tr>
<td>Horizontal card</td>
<td>$221</td>
</tr>
<tr>
<td>Quarter-page, vertical</td>
<td>$583</td>
</tr>
<tr>
<td>Listings sixth</td>
<td>$399</td>
</tr>
<tr>
<td>Vertical card</td>
<td>$221</td>
</tr>
<tr>
<td>Print listing enhancement (Photo Insert)</td>
<td>$166</td>
</tr>
<tr>
<td>One-third page, vertical</td>
<td>$869</td>
</tr>
<tr>
<td>Business Classifieds (bundled)</td>
<td>$300 (3x) / $510 (6x)</td>
</tr>
</tbody>
</table>

WEB-FIRST and WEB-ONLY bundles: $138

Please inquire.

Artwork Inquiries
Jack Buell,
Advertising Production
416-323-2232 ext 25
adart@thewholenote.com

WholeNote Media Inc.
Centre for Social Innovation
720 Bathurst Street,
Suite 503
Toronto, ON M5S 2R4

thewholenote.com
Typical Ad Sizes | PRINT EDITION 2023-2024
These are format examples only. Page position is at publisher’s discretion.

- **Full page**
  - 7.25" × 10" live area
  - 8.125" × 10.75" trim
  - 8.625" × 11.25" bleed

- **Half-page, vertical**
  - 3.5625" × 10"

- **Half-page, horizontal**
  - 7.25" × 4.95"

- **One-third page, horizontal**
  - 7.25" × 3.275"

- **One-third page, portrait**
  - 3.5625" × 6.64"

- **Quarter-page, horizontal**
  - 7.25" × 2.4375"

- **Quarter-page, vertical**
  - 3.5625" × 4.95"

- **Square sixth**
  - 3.5625" × 3.275"

- **Horizontal Card**
  - 3.5625" × 1.9375"

- **Quarter-page, vertical**
  - 1.7188" × 10"

- **Listings sixth**
  - 1.7188" × 6.64"

- **Vertical card**
  - 1.7188" × 4"

- **Listing Enhancement**
  - 1.7188" × 3"

- **One-third page, vertical**
  - 2.3333" × 10"

- **Business Classified**
  - 1.7288" × 1.75"