

# theWholeNote

## Print Advertising Rates and Sizes | Standard

2023 – 2024

All print ad buys are bundled with a web ad:

a *Leaderboard* web ad with half or full-page ads;

a *Big Box* web ad with all other print ads.

SIZE	STANDARD RATE	
Full-page reserved placement	\$2,863	Available in <b>all</b> sections
Full-page, basic	\$2,576	
Half-page, vertical or horizontal	\$1,457	
One-third page, horizontal or portrait	\$973	
Quarter-page, horizontal or portrait	\$729	
Square sixth	\$499	
Horizontal card	\$276	
Quarter-page, vertical	\$729	Available in <b>Listings</b> section only
Listings sixth	\$499	
Vertical card	\$276	
Print listing enhancement (Photo Insert)	\$208	
One-third page, vertical	\$1,086	Not available in all sections. <b>Please inquire.</b>
Business Classifieds (bundled)	\$300 (3x) / \$510 (6x)	
WEB-FIRST and WEB-ONLY bundles	\$138	<b>Please inquire.</b>

### 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

### ► Your advertising buy includes both a print ad AND a web ad.

Web-FIRST and web-ONLY bundles are also available.

Please inquire.

- 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.



AVAILABLE IN ALL  
SECTIONS

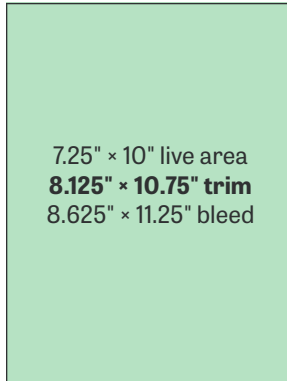


LISTINGS SECTIONS  
ONLY.

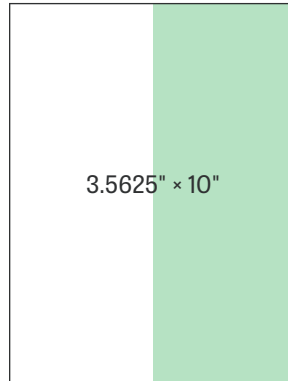


RESTRICTED PLACEMENT.  
PLEASE INQUIRE.

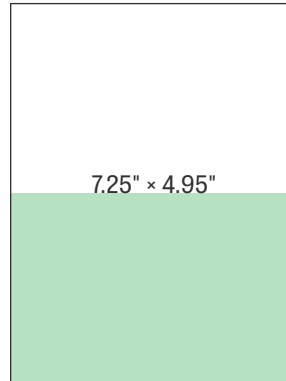
Full page



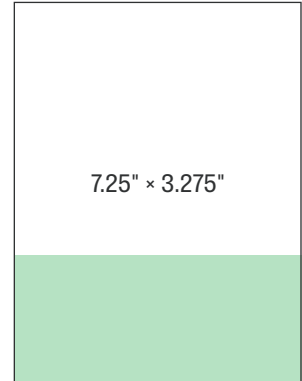
Half-page, vertical



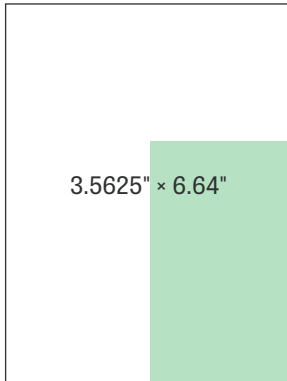
Half-page, horizontal



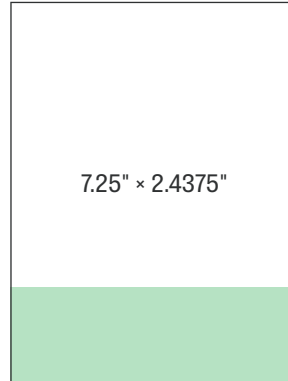
One-third page, horizontal



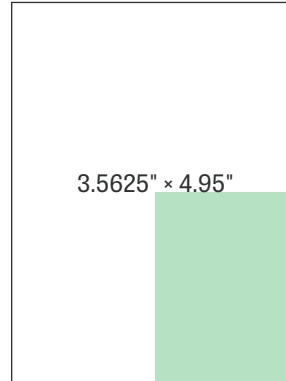
One-third page, portrait



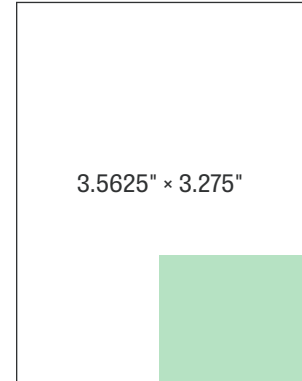
Quarter-page, horizontal



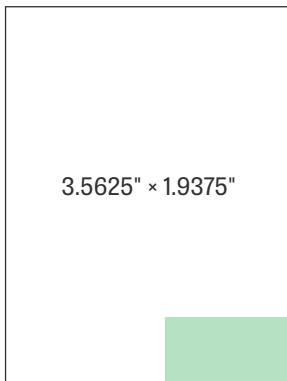
Quarter-page, portrait



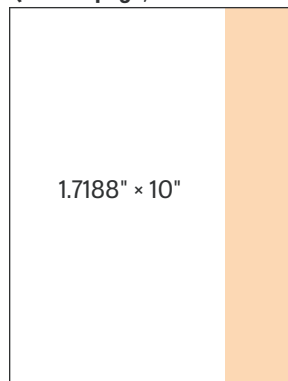
Square sixth



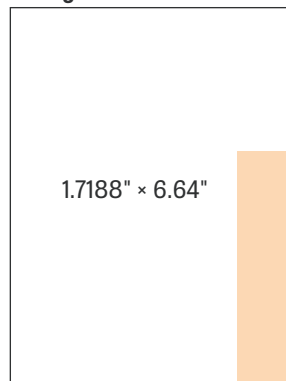
Horizontal Card



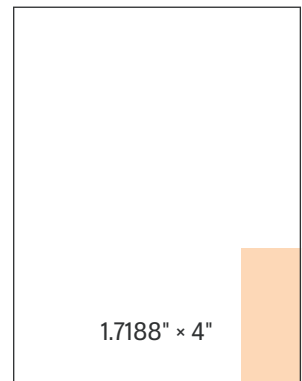
Quarter-page, vertical



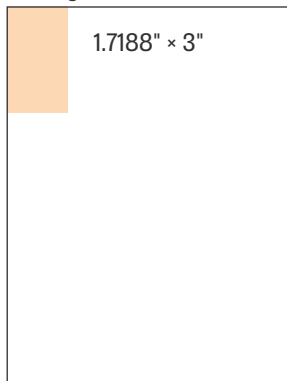
Listings sixth



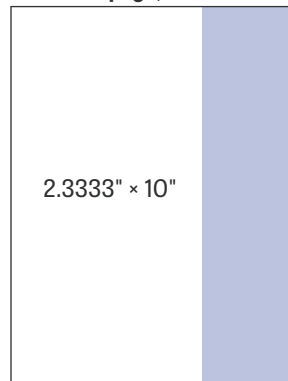
Vertical card



Listing Enhancement



One-third page, vertical



Business Classified

