

PLAN

MEDIA KIT

CANADA

PRINT, MOBILE and DIGITAL EXPOSURE

REACH CANADA'S
COMMUNITY PLANNING
AND DESIGN INDUSTRY
WITH **PLAN CANADA**



PAST ADVERTISERS INCLUDE:



DELIVERING YOUR TARGET MARKET



The Canadian Institute of Planners (CIP) works on behalf of over 8,000 planning professionals nationally, and has served as the voice of Canada's planning community since 1919. Our members work in both the public service and private sector, across fields such as land use planning, environmental resource management, land development, heritage conservation, social planning, and economic development.

REACH YOUR TARGET MARKET AT KEY TIMES

We represent nearly 90% of Canadian certified planners, working in Canada and abroad. Our planners are industry leaders and hold buying power for their companies and municipalities.

In the most recent membership survey: 88% of respondents say that Plan Canada magazine is an important/very important service that CIP offers (top three, just behind MCIP and advocacy for the profession). The magazine also had the **highest level of satisfaction** of any CIP service/benefit (79%).

Plan Canada reaches key players in this multi-million dollar market at three strategic times throughout the year:



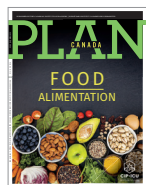
SPRING

Theme: Urban Planning & Public Safety
Space Closing: Mid-December 2023
Distribution: Late March



FALL

Theme: Progressive Planning Policies & Tools
Space Closing: Mid-July
Distribution: Early October



SUMMER

Theme: Water
Space Closing: Early March
Distribution: Mid-June



WINTER

Theme: People's Choice
Space Closing: Mid-October
Distribution: Mid-December

ADVERTISING RATES

*Ads booked in the print magazine will **APPEAR** in the mobile/digital edition **AT NO EXTRA COST!**

Plan Canada has incredible readership and a reputation as the go-to magazine for planning related topics and themes. This year, CIP revised its rates to be even more competitive in a changing market.

Full Colour Rates	1 Time Rate	4 Time Rate	Mobile/Digital Magazine*
Outside Back Cover	\$3,200	\$3,000	FREE with print booking!
Inside Front or Back Covers	\$3,000	\$2,800	FREE with print booking!
Full page	\$2,700	\$2,500	FREE with print booking!
1/2 page	\$1,500	\$1,400	FREE with print booking!
1/3 page	\$1,125	\$1,025	FREE with print booking!
1/4 page	\$850	\$800	FREE with print booking!
1/8 page	\$600	\$550	FREE with print booking!
Digital Edition Only			
eSponsorship	\$500 (per issue)	400 x 400 pixels (.png, .jpeg, .gif formats)	
eBanner	\$500 (per issue)	Top Banner Custom Build	



Get your brand noticed! Contact Kris today.

Kris Fillion, Marketing Manager, Kelman and Associates

P: 866-985-9798 F: 866-985-9799 E: kfillion@kelman.ca

Published for the
Canadian Institute
of Planners by:



Interactive edition available online

Plan Canada advertisements appear in the print and electronic format of the magazine. This means your advertisements have staying power, while also being able to link readers to your online presence.



Sample Ad 1

PLAN CANADA

**SMART GROWTH
CROISSANCE
INTELLIGENTE**

**CREATING
PLANNING
VISIONARIES**

We are accepting applications for all programs!

FOR MORE INFORMATION VISIT: PLANING.AS.ALBERTA.CA

**Mobile,
iPad, iPhone
versions
included!**

A user-friendly, interactive format that includes:

1. **A realistic reading experience** – This digital edition looks and feels like a real book: flip-through pages, the sounds of turning pages, and even shading along the spine all enhance your reading experience. This is the world's first full html5 solution on the market giving you the same interactive experience as the flash version. In addition to the book layout, you can also select a presentation view that presents single pages rather than the traditional double page layout.
2. **Mobile, iPad, iPhone compatibility** – The html5 resizes the publication automatically so that you can view the magazine on most mobile devices.
3. **eReader output** – The eReader output option allows you to download 'eBook' files so that you can read the magazine on the growing number of eReaders such as Kindle, Nook and iBooks.
4. **Thumbnail view** – You can select to show a thumbnail-style navigation panel that allows you to view the entire publication at once.
5. **A share feature** – You can share the digital publication with friends and colleagues via social networks, including Facebook and Twitter, or via email or google.
6. Active hyperlinks connect you with all websites and emails contained in the publication.
7. Active links connect you to specific stories from the front cover and contents page.
8. Active links connect you to advertiser websites from their ads and the ad index.
9. Searchable and zoomable content allows you to search the entire issue for specific words, phrases, subjects, etc.
10. You can make *Plan Canada's* content even more valuable by adding your own personal notes and bookmarks throughout each issue.

Visit us online, www.cip-icu.ca/resources/plan-canada

AD SUBMISSION INFO



Production Requirements:

- Adobe InDesign CC
- Adobe Photoshop CC
- Adobe Illustrator CC

(earlier versions of the above programs are also acceptable)

- We accept tifs, jpegs, eps and pdf files at a resolution of at least **300 dpi**
- Ads must be prepared to the correct dimensions and shape, or be subject to production charges
- **ALL FONTS** used must be included
- **ALL LINKS/IMAGES** used must be included
- All pantone/spot colours **MUST** be converted to **CMYK**
- Include a hard copy (colour or black proof) or email a pdf for proofing purposes
- We support **CDs** and **DVDs**
- All above requirements for sending electronic files apply to sending by email
- Use **STUFFIT** or **WINZIP** to compress large files
- Attach all related files (fonts, links, graphics)
- **DO NOT** embed files in your email or Word document
- Contact us for **ftp site information** for files that are too large to email
- Include a pdf for proofing purposes, or fax a hard copy to 866-985-9799
- Costs incurred for publication-produced ads or non-compatible electronic files will be charged to advertiser. Minimum charge \$50.00

Please submit ad material to:

STEFANIE HAGIDIAKOW
Ph: 866-985-9790
Fax: 866-985-9799
Email: stefanie@kelman.ca



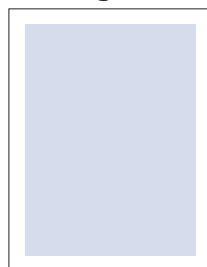
Craig Kelman & Associates
3rd Floor - 2020 Portage Ave.
Winnipeg, Manitoba R3J 0K4
www.kelman.ca

AD DIMENSIONS:

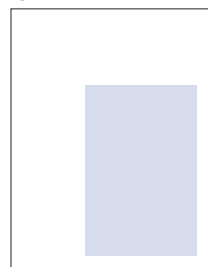
Ad Size	Width	Depth
Double Page Spread		
Bleed	16.75"	11"
Trim	16.5"	10.75"
Live Area	15.5"	9.5"
Full Page		
Bleed	8.5"	11"
Trim	8.25"	10.75"
Live Area	7"	9.5"
1/2 island	4.625"	7"
1/2 horizontal	7"	4.625"

Ad Size	Width	Depth
1/3 square	4.625"	4.625"
1/3 vertical	2.125"	9.5"
1/3 banner	7"	3.25"
1/4 vertical	3.375"	4.625"
1/4 banner	7"	2.5"
1/8 horizontal	3.375"	2.125"
1/8 vertical	2.125"	3.375"

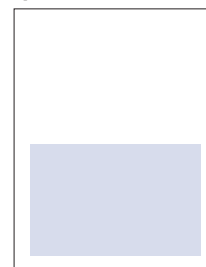
Full Page



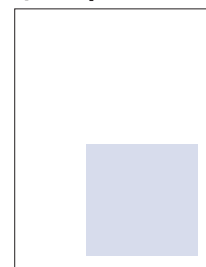
1/2 Island



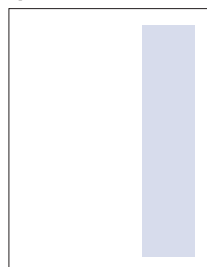
1/2 Horizontal



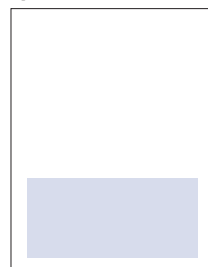
1/3 Square



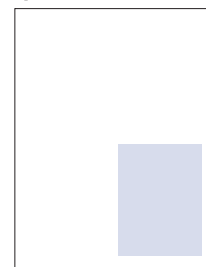
1/3 Vertical



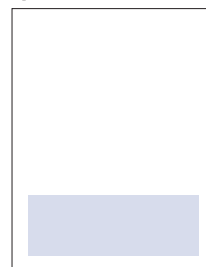
1/3 Banner



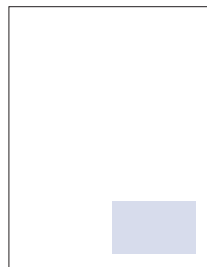
1/4 Vertical



1/4 Banner



1/8 Horizontal



1/8 Vertical

