



# RAT CREEK PRESS

ALBERTA AVENUE • DELTON • EASTWOOD • ELMWOOD PARK • PARKDALE-CROMDALE • SPRUCE AVENUE • WESTWOOD

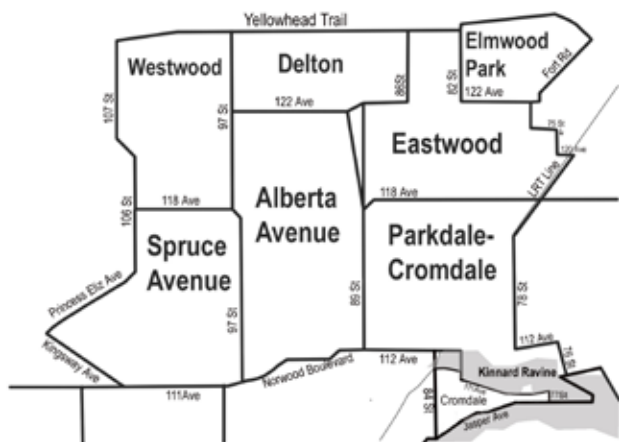
## The Rat Creek Press showcases what makes north central Edmonton an incredible place to live, work, and play.

We share local stories of neighbourhood diversity, hardworking organizations, independent businesses, interesting residents, historical buildings, and the amazing festivals and events that bring our community together.

As an inclusive, community-focused newspaper, we encourage our residents and local groups to contribute their stories, ideas,

and creative content. We also strive to reflect what makes our neighbourhoods great while still addressing key issues facing our community.

Published monthly, the Rat Creek Press has ad sizes and rates to fit any budget. **We do not charge GST. Non-profits receive a 15% discount.**



### CIRCULATION









We are the only publication reaching every household in north central Edmonton from 111 Avenue to the Yellowhead and 78 to 106 Streets.

11,800 mailed to every house, apartment and business in 7 neighbourhoods 700 distributed to select local businesses and organizations!

### BOOKING + ARTWORK DEADLINES

Book your ad space by the 15th of the month prior to the desired issue. Email artwork by the 20th of the month.

**PRINT AD PRICES** - Rates are per issue. Sizes are listed in W x H format in inches. **PRINT AD SPECS** - The Rat Creek Press is a 11" x 17" tabloid printed on newsprint. Ad files must be in PDF or JPG format. All artwork must be submitted at high quality print resolution (300DPI). **PROFESSIONAL DESIGN SERVICE** - Need help creating your ad? Dress up your message with a professional design for only \$90.

<p>size 5.625 x 2.25"</p> <p><b>\$95</b> colour \$75 B&amp;W</p> <p><b>Image builder</b></p> 	<p>size 5.625 x 7.5"</p> <p><b>\$325</b> colour \$250 B&amp;W</p> <p>1/3 page tall</p>	<p>size 3.625 x 7.5"</p> <p><b>\$225</b> colour \$175 B&amp;W</p> <p>1/5 page tall</p>	<p>size 1.75 x 2.25"</p> <p><b>\$40</b> colour \$30 B&amp;W</p> <p><b>Thumbnail</b></p> 	<p>size 9.5 x 2.25"</p> <p><b>\$250</b> colour</p> <p><b>Front PageBanner</b></p> 
<p>size 9.5 x 7.5"</p> <p><b>\$500</b> colour \$400 B&amp;W</p> <p><b>Half page ad</b></p> 	<p>size 5.625 x 5"</p> <p><b>\$225</b> colour \$175 B&amp;W</p> <p>1/5 page square</p>	<p>size 9.5 x 5"</p> <p><b>\$325</b> colour \$250 B&amp;W</p> <p>1/3 page banner</p> 	<p>size 3.625 x 2.25"</p> <p><b>\$65</b> colour \$50 B&amp;W</p> <p><b>Business card</b></p> 	<p>size 9.5 x 2.25"</p> <p><b>\$150</b> colour \$125 B&amp;W</p> <p><b>Banner</b></p> 
			<p>size 3.625 x 5"</p> <p><b>\$125</b> colour \$100 B&amp;W</p> <p><b>Double business card</b></p> 	

**BOOK NOW!** Submit all ad bookings and artwork to [ads@ratcreek.org](mailto:ads@ratcreek.org) 780-479-6285