



CSMMI

CANADIAN SOCIETY OF MILITARY MEDALS & INSIGNIA

2024 Advertising Rate Card

Revised: December 1, 2023

The CSMMI intends to publish 4 issues of the Journal and a special membership roster in the 2024 calendar year. Advertising opportunities are available in each issue. Advertisers can choose the size of ad and their choice of colour or black & white (b&w).

Anyone interested in advertising in these publications should contact David Hiorth, Advertising at info@militaryantiquetoronto.com or call (647) 436-0876) to discuss your needs and place an order.

Journal Ad Spaces & Rates (per issue)

(Note: rates continue to be the same as 2019)

Location	Size	Dimensions width x height	Colour	B&W	Guide # / issue
Back Cover	Full page	4 ½" x 7 ½"	\$90.00	n/a	1
Inside Front Cover	Full page	4 ½" x 7 ½"	\$85.00	n/a	1
Inside Back Cover	Full page	4 ½" x 7 ½"	\$85.00	n/a	1
All other spots	Full page	4 ½" x 7 ½"	\$80.00	\$60.00	3
	2/3 page	4 ½" x 4 ¾"	\$60.00	\$45.00	1
	1/2 page	4 ½" x 3 ½"	\$50.00	\$35.00	3
	1/3 page	4 ½" x 2 ¾"	\$45.00	\$30.00	1
Classifieds		20 words max.	n/a	\$4.00	1-4
		40 words max.	n/a	\$8.00	4-6
		60 words max.	n/a	\$12.00	1-2

Journal size: 5.5" x 8.5". No. of pages may vary, typically 32 - 40 pages per issue

All ads should be paid in full prior to printing in order to be included in that issue, unless other arrangements have been approved by the CSMMI. The CSMMI reserves the right to decline advertising at its discretion.



Medallion Ad Options & Rates (per issue)

The Medallion is the newsletter of the CSMMI. It is issued periodically.

Type	Size (approx.)	Dimensions width x height	Colour	B&W	Guide # / issue
Commercial Ad					
vertical	1/8 page	2 ½" x 3 ¾"	\$50.00	\$35.00	max 3 / issue
Classifieds		20 words max.	n/a	\$4.00	varies 1-4
		40 words max.	n/a	\$8.00	varies 4-6

Medallion size: 8.5" x 11" per page – 4 pages total per issue

All ads should be paid in full prior to printing in order to be included in that issue, unless other arrangements have been approved by the CSMMI. The CSMMI reserves the right to decline advertising at its discretion. The CSMMI reserves the right to run ads as black & white (b&w) if a colour page is not available.

File Specifications & File formats

Advertisements should be submitted as **size-as**, camera-ready art at a resolution of 300 dpi and in **CMYK** colour mode. **PDF** (Adobe Portable Document Format) files are requested.

A Dropbox file share option is available upon request.

Advertisements requiring changes or supplied in formats other than outlined above is subject to production charges at prevailing rates.