

# Watershed Sentinel



Environmental News from British Columbia and the World since 1991

Ph: 1-250-339-6117 or 1-250-792-2874

Email: [ads@watershedsentinel.ca](mailto:ads@watershedsentinel.ca)

## RATE SHEET

### 25% Discount to environmental and other non-profit organizations

- Bi-monthly, circulation 3 500 with distribution across BC
- Long-term global internet presence with significant hits
- Active, environmentally aware readers with an interest in sustainability

### Print Advertising - DISCOUNTS apply to non-consecutive issues and to varying sizes

	1 ISSUE			3 ISSUES			5 ISSUES		
	Basic	Add Colour	Total	Basic	Add Colour	Total	Basic	Add Colour	Total
Full Page	\$485	\$150	\$635	\$412	\$135	\$547	\$388	\$100	\$488
1/2 Page	295	145	440	250	100	350	236	85	321
1/4 Page	155	100	255	131	85	216	124	65	189
1/8 Page	85	65	150	72	55	127	68	32	100

Print ad dimensions:

- Full page: 6.88" x 9.25"
- Half page (horizontal): 6.88" x 4.5" or (vertical): 3.31" x 9.25"
- Quarter page: (vertical) 3.31 x 4.5" or (horizontal) 6.88" x 2.25"
- Eight page 3.31" x 2.25"

### Internet Advertising on [www.watershedsentinel.ca](http://www.watershedsentinel.ca)

	Total	Projected number of views	Possible page placement on <a href="http://www.watershedsentinel.ca">www.watershedsentinel.ca</a>
1 year (5 issues)	\$100	138,000	'home' - 'archives' - 'advertise' selection of specific topics your choice
2 months (issue-by-issue)	\$25	12,000	'home' - 'archives' - 'advertise'

Please note that the online advertising offer is only available to print advertisers of the Watershed Sentinel by stipulation of our board.

**Print advertisers** also receive a complimentary link on [watershedsentinel.ca](http://www.watershedsentinel.ca)>advertise and we ask that they show the same support. Our URL is simply: <http://www.watershedsentinel.ca>

**Setup fee** can be by arrangement if required and there is no charge for minor changes to on-going ads.

**Dates:** Ad space should be reserved by third week of publications months: February, April, August, October and December. Press date is generally the first week of January, March, May, September and November. Some variation should be expected. Contact us for confirmation.

**Specifications:** Press quality digital files preferred in Adobe (pdf, IN Design, psd) or MS Office formats. Alternative formats can be received by prior arrangement. Please contact the Watershed Sentinel for process colour specifications: PO Box 1270, Comox, BC, Canada, V9M 7Z8 Ph: 250-339-6117

[www.watershedsentinel.ca](http://www.watershedsentinel.ca)