



AMBROSE  
UNIVERSITY

# anthem

The magazine of Ambrose University

## Advertising Rate Card and Specifications

Reach an audience of more than 10,000 alumni, supporters, and friends of Ambrose University by advertising in **anthem** magazine.

Our full-colour, 32 page magazine is published semi-annually in February and August, and features news stories and advertisements of interest to alumni and supporters of Ambrose University. **anthem** informs, educates, inspires, and engages its audience of alumni and supporters by telling the story of the accomplishments and contributions of alumni, students, faculty, staff, and donors. Through stories that make Ambrose University know for quality learning and opportunity, **anthem** builds and maintains connections with the people who support the mission of Ambrose.

## Demographics and Circulation

**anthem** is distributed to more than 10,000 alumni, supporters and friends of Ambrose, as well as faculty, staff, and students. It is available in PDF and online reader formats at [www.ambrose.edu/anthem](http://www.ambrose.edu/anthem).

Ambrose alumni reside across Canada and into the US, with approximately 75% of readers residing in Western Canada. Ambrose has been educating ministry and other professionals for decades, and as such, our readership consists of a varied age demographic.

## Deadlines

ISSUE BOOKING MATERIAL DISTRIBUTION

Contact [anthem@ambrose.edu](mailto:anthem@ambrose.edu) for advertising deadlines.

## Digital File Specifications (preferred file format is Adobe PDF – high resolution)

Supported Software platforms

- Adobe InDesign
- Adobe Illustrator
- Adobe Photoshop
- Adobe Acrobat PDF (high resolution)

## Images

Please ensure that all graphic files (logos, illustrations and photographs) are included.

Photographs: scanned at 300 dpi at 100% of its size

CMYK process colour saved as TIF or EPS formats Illustrations: saved in AI or EPS format

## Fonts

Please include all fonts or convert text to outlines.

**Discounts**

Advertisers committing to two or more consecutive ads will receive 10% off all ads. Alumni of Ambrose will receive an additional 10% off all advertising.

**Ad sizes and rates**

Please see following pages for detailed ad size and rate information.

**Payment Terms**

Invoices will be sent after printing, and payment terms are net 30 days. Ambrose reserves the right to invoice new advertisers prior to printing.

**For More Information**

To request sample issues, or to learn more about advertising in **anthem** magazine, please contact us at:

Ambrose University  
Communications Department  
150 Ambrose Circle SW  
Calgary, Alberta T3H 0L5  
CANADA  
Phone: (403) 410-2933  
E-mail: [anthem@ambrose.edu](mailto:anthem@ambrose.edu)

## Ad sizes and rates

Full page

One column wide

7.25 x 9.5

Back cover rate - \$800.00

Inside back cover rate - \$700.00

Full page rate - \$600.00

Half page high  
One column wide  
2.29 x 4.65  
Rate - \$200.00

Half page high  
Two column wide  
4.77 x 4.65  
Rate - \$250.00

Half page high  
Three column wide  
7.25 x 4.65  
Rate - \$350.00

Third page high  
One column wide  
2.29 x 3  
Rate - \$150.00

Third page high  
Two column wide  
4.77 x 3  
Rate - \$225.00

Third page high  
Three column wide  
7.25 x 3  
Rate - \$250.00