



*Institute for
Research on
Public Policy*

*Institut de
recherche
en politiques
publiques*

MISSION

Founded in 1972, the Institute for Research on Public Policy is an independent, national, bilingual, nonprofit organization.

The IRPP seeks to improve public policy in Canada by generating research, providing insight and sparking debate on current and emerging policy issues facing Canadians and their governments.

The Institute's independence is assured by an endowment fund, to which federal and provincial governments and the private sector contributed in the early 1970s.

BOARD OF DIRECTORS

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POLICY OPTIONS

Policy Options is a home for new ideas and voices from across the political spectrum, and it seeks to promote solutions to our toughest public policy problems. With smart writing and striking photography, the magazine addresses emerging Canadian and global issues — from the impact of new technologies to Aboriginal affairs — and takes a fresh look at environmental challenges and energy solutions.

We offer prescriptions to problems, rather than ideology. Online and in print, *Policy Options* looks at the world in new ways, and helps you think.

Bruce Wallace
Editor

PRINT Advertising

Format	Position	Dimensions Trim Size (Width x Height)	Live area	1 issue	3 issues	6 issues
1 page	Full page with bleed	8.5 x 11	8 x 10.5	\$2,500	\$2,250	\$2,000
1/2 page	Horizontal	8.5 x 5.5	8 x 5.25	\$1,500	\$1,350	\$1,200
1/2 page	Vertical	4 x 11	3.75 x 10.5	\$1,500	\$1,350	\$1,200
1/3 page	Horizontal	8.5 x 3.5	8 x 3.25	\$1,250	\$1,100	\$1,000
1/3 page	Vertical	2.3 x 11	2.1 x 10.5	\$1,250	\$1,100	\$1,000
Cover 2 or 3	Full page with bleed	8.5 x 11	8 x 10.5	\$3,500	\$3,200	\$2,900
Back cover	Full page with bleed	8.5 x 11	8 x 10.5	\$4,000	\$3,600	\$3,200

- Magazine trim size, full page: 8.5 in. x 11 in.
- Bleed: add 1/8 in all around with crop marks added
- Preferential position: 15% extra

SCHEDULE 2015-16

6 issues	Booking	Material due date
March-April 2015	February 6	February 13
May-June 2015	April 10	April 17
July-August 2015	June 12	June 19
September-October 2015	August 7	August 14
November-December 2015	October 9	October 16
January-February 2016	November 27	December 4

TECHNICAL Specifications

Policy Options only accepts electronic documents.

- The magazine is produced in InDesign CS6 for Macintosh and converted to press-ready PDF.
- Convert all Pantone colours to CMYK.
- Send file as press-ready Adobe Acrobat PDF or as Photoshop .jpg or .tif at 300 ppi.
- A proof is required in Adobe Acrobat PDF format.
- Printing screen: 150 lpi.

Advertising material can be sent by e-mail to cletourneau@irpp.org or uploaded to the IRPP *Policy Options* ftp site:

Host: 204.19.248.29

Username: po

Password: kent1980

Production questions: Chantal Létourneau (514) 787-0749 or cletourneau@irpp.org

CONDITIONS

- The advertising agreement must be accepted and signed by both parties.
- Typesetting and artwork are extra.
- The publisher retains the right to refuse technically substandard submissions or submissions which go against its advertising policy.
- Advertisers and their agents bear the complete liability for the content of their advertisement.
- No cancellation will be accepted after the booking date.

ADVERTISING Contact

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PRINTED *Distribution*

Print run 3,000 copies, 6 times per year, distributed in the following manner:

- Subscribers
- House of Commons
- Senate
- Deputy Ministers (Canada)
- Provincial Premiers
- MLAs Alberta
- National Assembly of Quebec
- Ottawa Press Gallery
- Quebec Press Gallery
- Journalists
- Air Canada Maple Leaf Lounges (Montreal, Toronto, Ottawa, Vancouver)
- Newsstands
- Promotional

WEB *Advertising*

Position	Dimension (Width X Height)	Monthly rate
On the <i>PO</i> home page and all articles, as well as on all blog posts.	250 px x 250 px	\$1,000

- Material can be sent by e-mail in GIF format and should not exceed 25 KB

ONLINE *Distribution IRPP.ORG*

From January to September 2014 there were **166,478** page views and **6,083** PDF downloads of *Policy Options* articles.

Visitors to *Policy Options* online include federal, provincial and municipal government officials, business executives, journalists and academics (students and professors), as well as researchers from other public policy organizations.

CONTENTS

Bilingual publication (80 percent English/20 percent French).

Each article includes a bilingual summary.

- Each issue has 64 pages on average. Most articles are generally between 800 and 1,800 words.
- Each issue has a theme that focuses on a public policy topic, and regularly includes a shorter *Dossier* on a specific subject of interest as well as a few nonthematic articles.
- Editor's Note (bilingual): Bruce Wallace
- Regular features:
 - First Steps
 - The Wonk
 - Reply All
 - Nota Bene
- Regular columnists:
 - Timothy Caulfield (English)
 - Alain Noël (French)

