

Competing for visibility in the public policy arena is no easy feat. We can help!

As the digital magazine of the IRPP – one of Canada's most trusted and influential think tanks – *Policy Options* is your destination for trustworthy public policy discussions. With daily articles written by academics, researchers, political experts, journalists and policy enthusiasts, *Policy Options* is the place many decision-makers turn to for objective, credible and diverse viewpoints on all things public policy.

Our audience cares about the public policy issues that matter to Canadians. Let's get them talking about issues that matter to you!

KEY STATISTICS



Website Reach
(August 2024 to August 2025)

117K users/month
158K sessions/month
360K page views/month



**Policy Options
newsletter**

4.4K subscribers
40% open rate
Frequency (weekly)



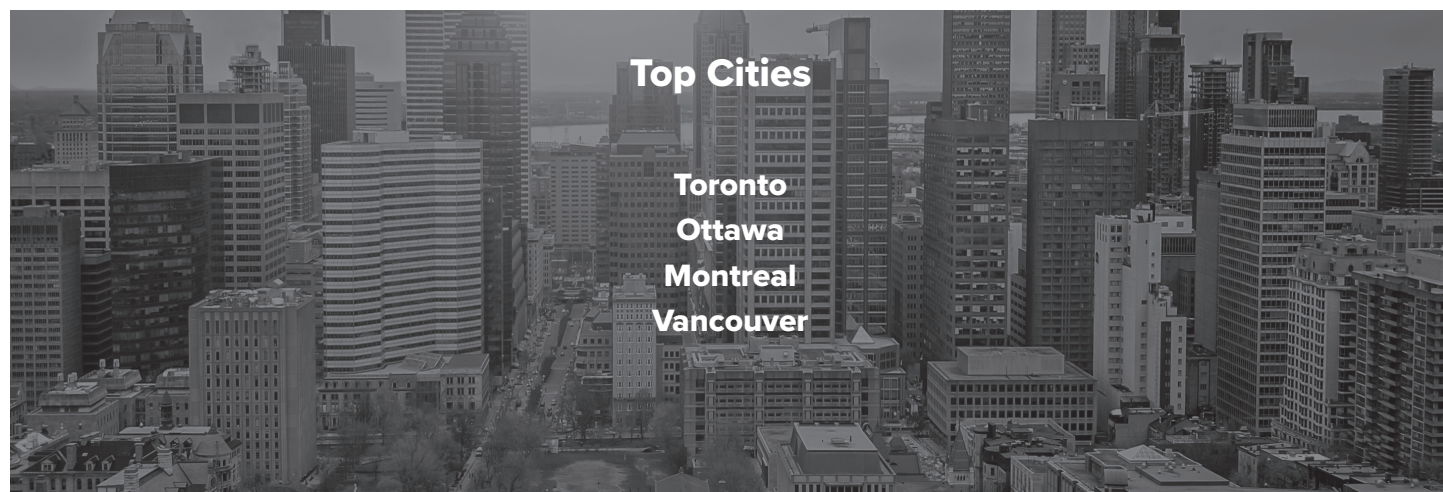
**The Functionary
newsletter**

8.8K subscribers
49% open rate
Frequency (occasional)



Podcast

1K to 1.5K listeners per
episode



MEDIA KIT



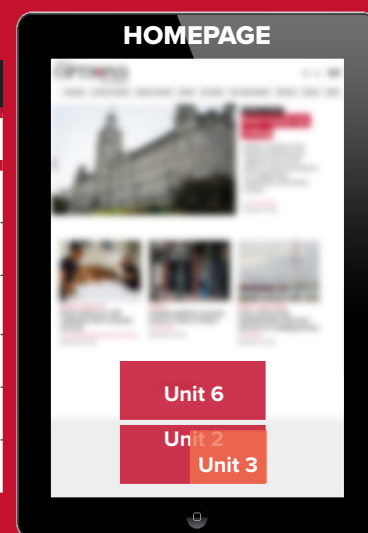
RATE CARD

In line with our commitment to inclusion, we believe in providing all organizations with the opportunity to advertise on our platform. We can accommodate any budget, big or small.

Reach out to us about curating a bespoke ad campaign! We can tailor to your needs with features such as geotargeting and frequency capping, and by offering flexible pricing.

Digital Magazine

Unit	Type	Size (px)	Pages	RATES		
				Daily	Weekly	Monthly
1	Pop-up	700x450	all pages	\$258	\$1,800	\$7,200
2	Banner	720x300	all pages	\$243	\$1,700	\$6,800
3	Box	336x280	all pages	\$243	\$1,700	\$6,800
4	Banner	720x300	in-article pages	\$230	\$1,600	\$6,400
5	Box	336x280	in-article pages	\$230	\$1,600	\$6,400
6	Banner	720x300	homepage	\$143	\$1,000	\$4,000

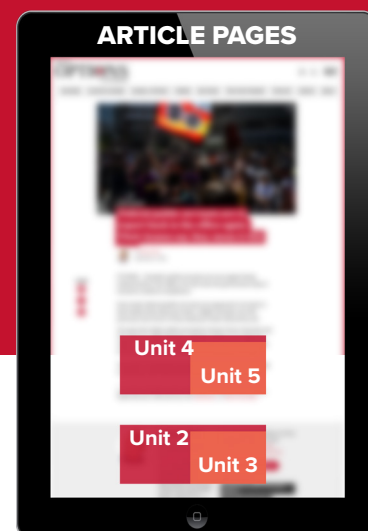


Newsletter

Newsletter	Size (px)	Price
<i>Policy Options</i>	528x140	\$300/issue \$700/3 issues
<i>The Functionary</i>	528x140	\$1,000/issue

SOLD OUT Podcast

\$500/episode
for 15-30 seconds
at the start of an
episode



Technical Requirements

- **Static:** GIF, JPG, PNG; 150kb max file size
- **GIF animation:** 150kb max file size
- **Flash animation:** 150kb max file size; please provide a GIF or JPG back-up for non-flash enabled devices
- **Link destination:** Include targeted URL in insertion instructions

Payment Policy

Invoice will be provided upon completion of the campaign, payable upon receipt