

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

*Policy Options* is a trusted source of expert analysis on Canadian public policy. Published by the Institute for Research on Public Policy, one of Canada's most respected and influential think tanks, it reaches a highly engaged audience of decision-makers, academics, politicians and members of Canada's policy community. With new articles published daily, *Policy Options* is where many key stakeholders turn for objective, credible and diverse perspectives on today's policy challenges.

If you want to reach those shaping public policy, *Policy Options* is the place to do it.

**KEY STATISTICS**



**Website Reach**  
(January 2025 to January 2026)

**1.4M** users/year  
**1.8M** sessions/year  
**4.1M** page views/year



**Policy Options  
newsletter**

**2.5K** subscribers  
**48%** open rate  
Frequency (weekly)



**The Functionary  
newsletter**

**6.5K** subscribers  
**52%** open rate  
Frequency (occasional)



**Podcast**

**1K to 1.5K** listeners per  
episode

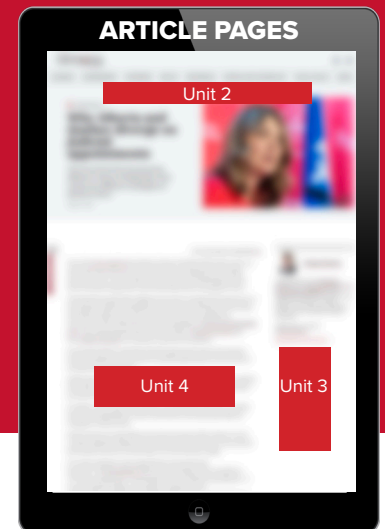
**MEDIA KIT**

**RATE CARD**

Reach out to our team to design a customized campaign tailored to your specific goals!

**Digital Magazine**

Unit	Type & Size (px)	Pages	RATES	
			Price: Daily	Price: Monthly (30-days)
1	<b>Pop-Up</b> (700x450px)	All-pages — Displayed once every 24 hours	<b>\$300</b>	<b>\$8,500</b>
2	<b>Banner</b> (728x90px)	All- Pages — Leaderboard	<b>\$260</b>	<b>\$7,300</b>
3	<b>Banner</b> (160x600px) <b>OR</b> <b>Box</b> (336x280px)	In-article pages — Sidebar	<b>\$240</b>	<b>\$6,700</b>
4	<b>Banner</b> (720x300px) <b>OR</b> <b>Box</b> (336x280px)	In-article pages — Embedded within editorial content	<b>\$230</b>	<b>\$6,400</b>
5	<b>Banner</b> (720x300px) <b>OR</b> <b>Box</b> (336x280px)	Homepage — Embedded within editorial content	<b>\$150</b>	<b>\$4,000</b>



**Newsletter**

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

**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

**The Publisher reserves the right to review and refuse any advertisement based on its content.**

## FREQUENTLY ASKED QUESTIONS

- What are the deadlines for submitting creative materials for a campaign?  
We ask that you submit your creative(s) and the accompanying link(s) one week prior to the start of the campaign.
- Are multiple creative variations permitted for the newsletter?  
You can submit one creative per newsletter insertion. If your campaign includes multiple newsletter insertions, it can include multiple creatives.
- Are multiple creatives permitted for website placements? Is there a limit to how many creatives can be submitted? How will the creatives rotate?  
Yes, we can accept up to four creatives for website placements. Creatives can be either rotated or alternated.
- Can advertisers include their own tracking tags in creative materials?  
Yes, we accept tags except for Unit 1 and newsletters.
- Are UTM parameters accepted in campaign website links?  
Yes, we accept UTMs.
- At what stage of the campaign will the invoice be issued?  
Invoices will be issued at the end of each campaign, except for campaigns that exceed one month, in which case invoices will be issued monthly.
- Will a campaign performance report be provided, and which metrics will be included?  
An open rate report will be sent with the invoice upon completion of each campaign, or monthly for longer campaigns. The metrics included for the website are impressions, clicks, and click-through rate (CTR). For the newsletter, the report will include the number of deliveries, open rates, and clicks on the ad.
- Are geo-targeting options available for advertising campaigns?  
*Policy Options* offers geo-targeting on our website, but it is not recommended. Geo-targeting rates: 25% off for targeting a specific city and 10% off for targeting a province. Please note that the figures provided in this media kit are based on our national reach, and we are unable to provide specific estimates for individual Canadian cities and provinces.
- How many ads will there be per newsletter?  
Each newsletter will feature a maximum of two ads.
- What is the difference between the Functionary and the *Policy Options* newsletters?  
The *Policy Options* newsletter is a weekly compilation of the most recent daily op-eds published on the *Policy Options* website. The PO newsletter is designed as a fast, efficient read, covering op-eds of diverse viewpoints on public policy issues. Its core audience is policymakers, public servants, analysts, students, and a broader public looking to better understand policy and its implications. The scope of the Functionary newsletter is policy, the roadblocks to making it, and the workforce that gets it made, with a strong focus on the federal public service. It's a behind-the-scenes look at how the government runs. The key audiences of the Functionary newsletter are public servants in addition to policy analysts, journalists, lobbyists, and nonprofits.
- Can advertisers review and approve creative prior to publication?  
If requested, advertisers can approve their creative prior to publication, only if approval is possible within a four-hour window.