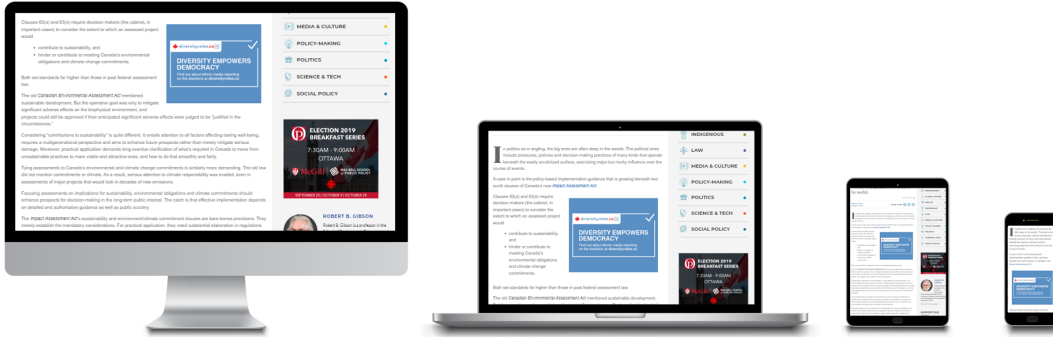


PAGE VIEWS

Average of over 108,000 page views per month in 2019



AD UNITS

Rectangle
336 X 280

Skyscraper
300 X 600

Banner
720 X 300

RATE CARD

Ad unit	Pixel size	Placement	Cost per 1,000 impressions (CPM)		
			Under 50k	50k to 100k	Over 100k
Sidebar rectangle	336 x 280	All pages	\$36.00	\$34.00	\$32.00
Article rectangle	336 x 280	Article, podcast and video pages	\$35.00	\$33.00	\$31.00
Home page skyscraper	300 x 600	Home page	\$32.00	\$30.00	\$28.00
Home page banner	720 x 300	Home page	\$31.00	\$29.00	\$27.00

TECHNICAL REQUIREMENTS

Format	Requirements
Static	GIF, JPG, PNG; max file size: 150kb
GIF animation	Max file size: 150kb
Flash animation	Max file size: 150kb; Please provide a GIF or JPG backup for non-flash enabled devices
Link destination	Include ad link destination in insertion instructions

Note: All rich media must be served by a third party.

TO DISCUSS THE OPTIONS

please contact Suzanne Ostiguy McIntyre at smcintyre@irpp.org or call 514-787-0740.



Carolyn Bennett
@Carolyn_Bennett

Indigenous communities and local governments are powerful partners : policyoptions.irpp.org/magazines/auqu ... #cdnpoli



CrossCountryCheckup
@checkupcbc

One caller, Tara, mentioned @cblackst's work on fair funding for Indigenous children. You can read more here:



The long history of discrimination against First Nations children - Policy Options
The unequal provision of health and social services for First Nations children has been documented for more than a century.
policyoptions.irpp.org

RETWEETS 37 LIKES 27



Sen. Ratna Omidvar
@ratnaomi

Should Canada resettle refugees from Greece? I @DanaLynnWagner @IRPP owl.li/YA0B306up0y #cdnimm #cdnpoli



Evan Solomon
@EvanSolomon

This is an interesting article worth reading. Tall tales of the Senate and a withering Westminster - Policy Options



Margaret E. Atwood
@MargaretAtwood

The gap between ambition and action on [#climate](https://twitter.com/hashtag/climate) : policyoptions.irpp.org/magazines/dece ... [#carbon](https://twitter.com/hashtag/carbon) More solutions needed!



Roland Paris
@rolandparis

Good piece by @carlodade: "Plan B for Canadian trade policy" #cdnpoli



Plan B for Canadian trade policy - Policy Options
With the TPP in peril under a Trump presidency, Canada now needs to develop a strategy to expand trade in other ways.
policyoptions.irpp.org

RETWEETS 3 LIKES 5

WHY ADVERTISE WITH US?

A recognized, high-value media brand

For more than 35 years, *Policy Options* has been drawing key policy discussions out of the corridors of universities, research institutions and government departments, and sharing them with the wider public. It is a media brand that is well known among policy-makers, legislators, academics and journalists, who recognize the magazine's commitment to evidence and serious analysis.

We're about public policy

Policy Options is not like other media outlets. It is not a news organization. It publishes analysis and new research around public policy, and articles tend to be much longer – something our readers come to expect and appreciate. Our contributors include former and current politicians, leading scientists and university professors, senior journalists, authors, NGO leaders, private sector voices and public opinion researchers. The magazine covers the major policy debates gripping the country, but also delves into topics that garner very little attention in mainstream publications.

High-impact readership

Policy Options is a growing digital-media operation that has reached upwards of 100,000 pageviews per month. More importantly, the magazine specifically attracts a readership that is interested in discussions around legislation, regulation, government consultations and policy-making. *Policy Options* articles are discussed and promoted by key opinion leaders on the Canadian scene, including cabinet ministers, television hosts and influential academics.

Multiple platforms

Policy Options has a bi-weekly podcast that can be found on iTunes and SoundCloud. The Institute for Research on Public Policy, which publishes *Policy Options*, organizes regular webinars that attract hundreds of participants who are keen to learn the finer points around policy issues. Sponsorship opportunities are available for the podcasts and webinars.

Our editor-in-chief

Policy Options editor-in-chief Jennifer Ditchburn is a well-known Canadian journalist and political commentator. Jennifer actively promotes the magazine's editorial content on social media platforms as well as in traditional media.