



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
(2023)

113K users/month
150K sessions/month
200K page views/month



Policy Options
newsletter

4.5K subscribers
41% open rate
Frequency (weekly)



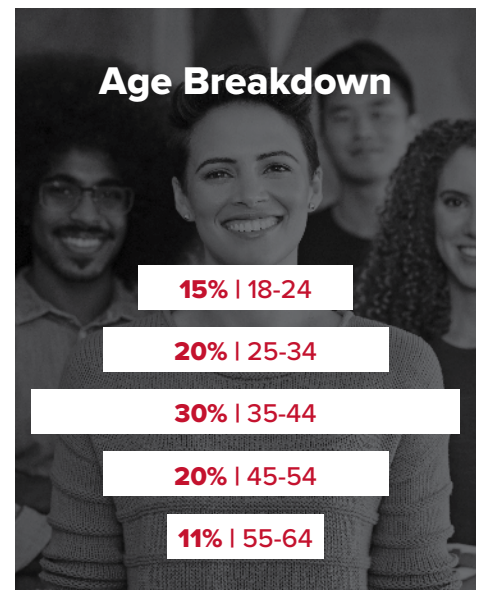
The Functionary
newsletter

4.0K subscribers
63% open rate
Frequency (occasional)



Podcast

~1.5K listeners/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

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

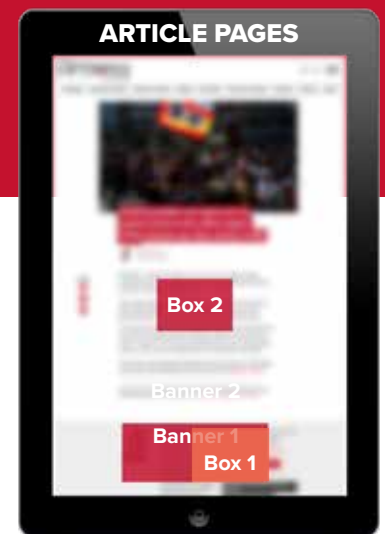
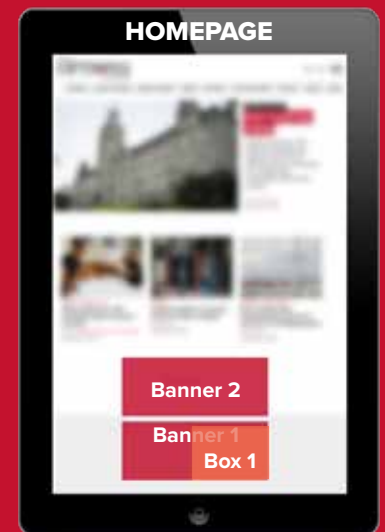
*Estimated impression rates: 7K impressions per day; 50K impressions per week; and 200K impressions per month

Newsletter

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

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

Advertising Policy

Invoice will be provided upon completion of the campaign, payable 30 days upon receipt.