

You're invited to partner with

Articulate

Articulate magazine brings stories and news about arts, culture and heritage in the Columbia Basin to nearly 10,000 engaged readers.

By advertising with *Articulate*, you will position your organization or business as a champion of our vibrant cultural sector, and you'll benefit from a highly dedicated readership. In a 2024 reader survey, 87% of respondents expressed that they greatly value the magazine's promotion of arts, culture and heritage in the Columbia Basin and 83% told us they read every issue.

Articulate readers are active in our local economy and community. 87% of survey respondents have taken an action in response to seeing an ad or event listing in *Articulate* magazine.

A New Era for *Articulate*

There has never been a better time to advertise in *Articulate* magazine.

Since its launch in 2002, *Articulate* has evolved from a newsprint version to a full-colour magazine. And now it's time to take it further into the digital realm.

West Kootenay Regional Arts Council is launching a new website dedicated to the *Articulate* content you know and love, as well as new formats of cultural coverage, feature stories highlighting new voices, timely news and up-to-date release announcements.

Together with the Vibrant Basin podcast, this ecosystem of cultural content will extend *Articulate's* reach and more effectively highlight the rich diversity of artists and cultural organizations in the region.



To accommodate these shifts, **the print magazine will move from bi-annual production to an expanded, annual issue.** The print magazine is also receiving a refreshed look. Our 2025 issue is an excellent opportunity to keep your brand top of mind for culture lovers all year long.

Articulate is produced by the West Kootenay Regional Arts Council, a registered charitable, non-profit organization.



Print Advertising Rates for 2025

<p>Half page vertical 3.5" w x 9.5" h \$564</p>	<p>Full page 8" w x 10.5" h, please please add 1/4" bleed \$792.00</p>	<p>Full page: Premium Spots (Back Cover & Inside Front) 8" w x 10.5" h, please please add 1/4" bleed \$1023.00</p> <p>Quarter page vertical 3.5" w x 4.75" h \$405.95</p>
<p>-----</p>	<p>Half page horizontal 7.25" w x 4.75" h \$564.00</p>	<p>Quarter page horizontal 7.25" w x 2.25" h \$405.95</p>

GUIDELINES:

Ads must be submitted as camera-ready files. Acceptable file formats: psd, tiff, jpeg, pdf, or eps.

Submit the correct size and colour or submit files as per production specs.

All images must be at least 300 dpi or greater. Ad design may be available for an additional fee.

UNACCEPTABLE FILE FORMATS:

CorelDRAW, Pagemaker, or gif files. Images/logos must not be lifted from websites unless they are at least 300 dpi at printable size.

PLACEMENT

Ad placement is at the discretion of the publisher/designer. Although specific placement can be requested in writing, it may be subject to an additional fee.

LIMITATIONS

Content of ads are subject to approval by the publisher and the publisher reserves the right to not accept advertising at any time. Advertisers agree to indemnify and hold harmless the publisher, employees and contractors against any expense or loss by reason of any claims arising from inclusion in the publication. Should an error or omission of advertising occur, the publisher's liability is limited to the amount the error or omission reduces the value of the advertising, never to exceed the total cost payable for the advertisement.

PRICES AS LISTED - NO TAXES ADDED

Payment is due within 30 days of receipt of your WKRAC *Articulate* ad invoice.

For more information or to book your ad contact:

Kallee Lins, Executive Director - West Kootenay Regional Arts Council

250-352-2521 - advertising@wkartscouncil.com

