



SWG ADVERTISING RATES

The SWG accepts classified ads, display ads and inserts for its member newsletter *Freelance*, as well as for its high school anthology *Windscrip* and new member writing publication, *Spring*. Please submit all advertising camera-ready for publication with high resolution images (minimum 300 dpi) in one of the following formats: jpg, tiff, png or as a PDF. Bleeds are not permissible.

SWG publishes *Freelance* six times per year in print form (in black and white) and online in colour as a PDF and Flash Flip, and distributes to 400+ members and various organizations. *Windscrip* is published annually and distributed free to 800+ high schools and libraries throughout the province. *Spring* is distributed free to 400+ members every two years.

Rates

The following advertising rates apply for placement in one issue. A 15% discount is available for ads placed in all six issues of *Freelance*. All advertising rates are subject to GST.

Display Ads

- Full page: \$150
- 1/2 Page: \$100
- 1/4 page: \$50
- 1/8 page: \$35
- Business card: \$25
- Other sizes: \$10.50 per column inch
- SWG members receive a 25 percent discount.

Classified Ads: Classified ads cost 20 cents per word (plus GST) per issue. SWG members may place one 25-word ad free of charge each year.

Inserts: Pre-printed insert rates are \$150 plus GST, plus binding charges.

FORMATS

Standard Ad Format

Freelance and *Windscrip*t use one, two and three column layouts, with a full column height of 9½" (inches). *Spring* magazine uses one and two column layouts with a full column height of 7¼".

- One column layout: 2.25" x any length up to 9.5"
- Two column layout: 3.5" wide x various heights, ranging from 3" to 9.5"
- Half page - horizontal (three column): 7" x 5.5"
- Half page - vertical: 3.25" x 9.5"
- Quarter page - horizontal: 4.25" x 3.5"
- Quarter page - vertical: 3.5" x 4.25"

Classified Ads

Classified ads cost 20 cents per word (plus GST) per issue. SWG members may place one 25 - word ad free of charge each year.

Inserts

The Guild does not design inserts. Inserts must be of a suitable format and size to be saddle-stitched into the centre of an 8 1/2" by 11" magazine for *Freelance* and *Windscrip*t or 5 7/8 by 9" for *Spring*.

It is advisable to make inserting arrangements at least six weeks in advance of the issue date and to send a sample or mock-up of the insert to ensure that the insert is suitable to our production processes. Please confirm the number of hard copy inserts required at the time of making insert arrangements (currently approximately 450). Please also send an electronic copy to go with the online version of the publication. Inserts must be in the Saskatchewan Writers' Guild Regina office by the fifteenth of the month preceding issue date.

For more information or to email ads, please contact the Guild office at swgmedia@skwriter.com or by phone at (306) 791-7744.

The Saskatchewan Writers' Guild is grateful to its funders:

