

Everything Roads
Since 1894.

Good Roads Quarterly
Pricing Kit

Good Roads

Readership & Credibility

Good Roads builds better communities and helps its members succeed at their jobs. Good Roads is the leader and voice of authority in the municipal sector and the connective tissue between municipal stakeholders and municipalities. Good Roads is one of the largest and historic municipal organizations in Canada.

Good Roads Quarterly is a high-quality magazine that is one of the best written and put together municipal service magazine in Ontario. When you advertise in GRQ, you are advertising in a magazine that is not only read with interest but also kept for reference. The most up-to-date information on products and services that represents over 400 municipalities.

Rachel Swiednicki
Manager, Communications
and Marketing
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Good Roads
22-1525 Cornwall Rd
Oakville, ON L6J0B2
+1 289 291 6472

Did you know?

Ontario's municipalities have the purchasing power of approximately \$64 billion every year.

Good Roads puts your organization on the eyes of those municipalities and First Nations.

Quarterly Distribution

GRQ is distributed four times a year: Fall, Winter, Conference and Spring/Summer.

More than 4,000 copies printed and mailed to:

- Municipal Engineers
- Chief Administration Officers
- Volunteer Instructors at Good Roads
- Municipal Council Members
- Road Superintendents
- Public Works Managers
- Suppliers and Service Providers
- Fellow Associations and other Municipal Stakeholders and Academics

Advertising Options

The December issue is coming up quick and Good Roads is in a giving mood, so for this issue we are gifting discounts on some of our more popular advertising opportunities. See below for more details.

Advertorials	Members \$2,500	\$1,900
	Non-Members	\$3,500
Full page	Members \$1,800	\$1,500
	Non-Members	\$2,100
Half Page	Members \$1,500	\$1,250
	Non-Members	\$2,000
Top/Bottom banner	Members \$1,200	\$990
	Non-Members	\$1,900
Side Bar	Members \$1,000	\$875
	Non-Members	\$1,500

All prices + HST.

Production Requirements

Size	Width	Height
Full Page	7½"	10"
½ Page Horizontal	6⅝"	4¼"
½ Page Vertical	3¼"	8¾"
¼ Horizontal Bottom	6⅝"	2⅛"

*Files must be produced with 0.125" bleed on all sides.

*All ads are to be 4-colour only.

PRODUCTION SPECIFICATIONS

Digital Files: Preferred format is a High Resolution (300dpi) PDF file, provided all the fonts are embedded, and all colour is converted to CMYK. Other acceptable formats are Adobe InDesign, and Adobe Illustrator files, if all graphics and fonts are also included. Please include a laser copy for reference. All colour files must be accompanied by a colour proof or separated laser proofs. If file manipulation is required on supplied ads, a production fee will be charged. A fee of \$50.00 will be incurred for all digital proof requests.

Printing Dates for Good Roads Quarterly

April 10th
June 10th
September 10th
December 10th

Material Deadlines

March 20th
May 20th
August 20th
November 20th

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Premium Positioning

Premium positions are available on the inside front/back and the outside back covers. Be the first or last thing a reader sees when perusing the GRQ magazine with this premium placement of your brand or product.

Inside Front/Back	Members \$2,300 Non-Members \$2,699
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Outside Back	Members \$2,300 Non-Members \$2,699
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