dig!
WINNIPEG'S
BI-MONTHLY
JAZZ
MAGAZINE

Advertising in *dig! magazine* is a great way to get your name out there and show your local community that you care about culture, education, and music. ***dig! magazine* is not possible without your support.** Thank you!

Distribution

- **8,000 copies per issue**
- **6 issues per year** published bi-monthly starting January 1
- Distributed to **over 200 high traffic locations and events** including; Starbucks locations throughout Winnipeg, McNally Robinson, Chapters, The Fairmont Winnipeg, Inn at the Forks, The Forks Market, The Winnipeg Art Gallery, The Centennial Concert Hall, University of Manitoba campus, Izzy Asper Jazz Performances, Winnipeg Jazz Orchestra concerts, many high school band rooms, and the TD Winnipeg International Jazz Festival.

Readership

The readers of *dig! magazine* represent a diverse segment of Winnipeg's population who shop, dine out and attend many cultural events throughout the year.

45% of *dig!* readers are 35 years and older.
30% of *dig!* readers are between 25-35.

The **thousands of music fans who read *dig! magazine*** also attend concert series and events throughout the year including: Winnipeg Symphony Orchestra, Winnipeg Jazz Orchestra, Royal Winnipeg Ballet, Manitoba Chamber Orchestra, Jazz Winnipeg Festival, the Winnipeg Folk Festival, Manitoba Theatre Centre, the Winnipeg Fringe Festival, and the Manitoba Opera.

Submissions or Questions

Please send all artwork submissions to our advertising manager John Scollin at ads@digmagazine.ca and our designer john@underscorefunk.com. John will be happy to answer all of your questions about advertising and supporting jazz in Winnipeg through dig! magazine. Contact him at ads@digmagazine.ca or 204-951-8354.

Rates and Technical Requirements

Rates

Ad Space	Size	B/W	Color
Full Page	5.25″ x 8″	$525	$625
Half Page Vertical	2.54″ x 8″	$315	$380
Half Page Horizontal	5.25″ x 4″		
Quarter Page	2.38″ x 3.74″	$185	$220
Back Cover	5.25″ x 8″	$650	$840
Inside Cover	5.25″ x 8″	$625	$750

- 10% off for all 6 issues
- Color advertisements are only available for the festival issue (May–June)

Specifications

- Monochrome black and white or CMYK artwork only
- High-resolution Tiff, jpeg, and PDF only
- Ads require a 1/4″ bleed

NEW - *dig!* Classifieds

For music-related advertising only.
$55 flat rate for 30 words; $.70 per additional word.

Deadlines and Distribution Dates

Booking: Ad space must be booked by the 1st of the month preceding publication (February, April, June, August, October, December).

Artwork: Finished art work must be submitted by the tenth of those months.

dig! magazine is published bi-monthly, and is on the street by the beginning of January, March, May, July, September, and November. Subscribers normally receive copies just prior to general release.

Advertise in *dig! magazine*. **Be seen by your kind of people.**

Updated February 12, 2016

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Thank you for supporting *dig! magazine*.

Contact Information

Company Name

Contact

Mailing Address

Phone

Fax

Email

P.O.#

Date

Advertisement Information

Issue	Size	Rate	Total

Sum Total

Agreement

Date

Advertiser

dig! magazine

Terms and Conditions: All artwork must be submitted camera ready. Advertisers will be charged $60 per hour for any extra design or manipulation of artwork. Jazz Winnipeg will invoice advertisers following publication of each issue. All files must be provided electronically via email and must be MAC compatible. Accepted file formats include: Adobe PDF, TIF (300dpi), JPG (300dpi), and Photoshop PSD (300dpi). All artwork must include a 0.25″ bleed with cropmarks offset by 0.25″ from the trim edge.

Comments and Questions: For more information please contact John Scollin, *dig! magazine's* advertising manager, at 204-951-8354 or ads@digmagazine.ca

We're making something great, **and you're an important part of it!**