



THE McKernan Messenger

Since 1954 A publication of the McKernan Community League Circulation 1100

Advertising information

updated September 2021

The McKernan Messenger is delivered to approximately 1100 homes in the McKernan community in South-Central Edmonton. It is published monthly from **September through June** on or around the 20th of the month, with some variability because of meeting dates etc.

The deadline for camera-ready advertising submissions is the **1st of the month for that month**. Because the Messenger is constrained in size, however, I reserve the right to limit advertising to a usual maximum of the equivalent of 1 page of advertising (approximately 8 business-card-sized ads).

Due to increasing space constraints, quarter-page ads will be accepted for consecutive issues only if the advertiser is a resident and member of the McKernan Community League. There is currently no restriction on consecutive insertions of business-card-sized ads; however, I reserve the right to add such restrictions if necessary.

Ads are accepted on a first-come, first-served basis. Earlier notice of an ad means it will be more likely to make it into the issue.

Ad costs are:

Quarter-page ad (4 inches wide by 5 inches high, or equivalent)	\$40 plus GST
Business card ad (3.5 inches wide by 2 inches high, or equivalent)	\$25 plus GST

The following free space is available, at the editor's discretion and as space allows:

- Classified ads of 25 words or less, for local small or home-based businesses or activities
- Events in the Community section for non-profit community events

I send invoices to advertisers after the issue has been delivered, and payment can be made to the League treasurer.

The McKernan Community League has the right to decline any advertising for any reason it sees fit.

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