



POSTILLION

Advertising
Rates

Postillion background information:

- Published four times a year since 1985
- Mailed to about 600 households (mainly) in Saskatchewan
- 24 or 28 pages
- Outside covers printed in full color
- Inside printed in black and white
- Easy access to the online version in full color for the public
<https://saskgermancouncil.org/about-us/postillion-newsletter/>

Contents:

- SGC President's message
- Column of Honorary Consul for the Federal Republic of Germany in Saskatchewan
- Articles on current events and issues in the Saskatchewan German community
- Articles on historical topics relevant to Saskatchewan
- Immigration Story
- SGC events, activities and involvement
- Cultural information
- SGC member news and updates
- Events calendar
- Recipes
- German book review
- Children and youth pages

Terms and conditions:

- Advertising rates are subject to GST
- Advertising rates are subject to change
- Ads will be printed as space permits
- SGC reserves the right to refuse ads based on space and/or content and purpose
- Files to be submitted print ready as pdf or jpg
- Assistance with ad design provided at additional charge
- Ad files to be submitted to postillion@saskgermancouncil.org

Deadlines 2022/2023

Spring – March 7, 2022

Summer – June 13, 2022

Autumn – September 19, 2022

Winter - November 20, 2022

Full Page

20 cm x 24 cm

regular: \$300

small business: \$270

non-profit: \$255

SGC member: \$225

1/8 Page (Business Card)

10 cm x 6cm

regular: \$37.50

small business: \$33.75

non-profit: \$31.88

SGC member: \$28.13

1/2 PageHorizontal

20 cm x 12 cm

regular: \$150

small business: \$135

non-profit: \$127.50

SGC member: \$112.50

inside back cover: \$200

outside back cover (full color): \$500

1/4 PageHorizontal

20 cm x 6cm

regular: \$75

small business: \$67.50

non-profit: \$63.75

SGC member: \$56.25

inside back cover: \$100

outside back cover (full color): \$250

1/2PageVertical

10 cm x 24 cm

regular: \$150

small business: \$135

non-profit: \$127.50

SGC member: \$112.50

inside back cover: \$200

1/4PageVertical

5 cm x 24cm

regular: \$75

small business: \$67.50

non-profit: \$63.75

SGC member: \$56.25

inside back cover: \$100