



2012 Non-Display Advertising Rates

ADVERTISING RATES — National

Rate charges are for space only. Any required typesetting, additional art or production will be charged extra. Frequency rates applicable are based on number of equal size units run within a twelve month period.

Rate card no. 53 — Effective January 1, 2012

Professional Directory, Marketplace & Careers Advertising (Non-Commissionable)

National (English and French editions)



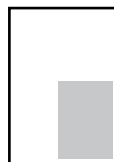
Full Page	1 Time	3 Time	6 Time	10 Time
4 Colour (CMYK)	6330	6140	5820	5380
Black + 1 Standard	5610	5440	5160	4770
Black & White	4910	4760	4520	4170



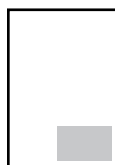
1/2 Page Horizontal	1 Time	3 Time	6 Time	10 Time
4 Colour (CMYK)	3230	3120	2880	2520
Black + 1 Standard	2880	2760	2510	2150
Black & White	2520	2410	2160	1910



1/2 Page Vertical	1 Time	3 Time	6 Time	10 Time
4 Colour (CMYK)	3230	3120	2880	2520
Black + 1 Standard	2880	2760	2510	2150
Black & White	2520	2410	2160	1910



1/4 Page	1 Time	3 Time	6 Time	10 Time
4 Colour (CMYK)	1710	1660	1520	1330
Black + 1 Standard	1530	1480	1360	1190
Black & White	1350	1310	1200	1050



Business Card	1 Time	3 Time	6 Time	10 Time
4 Colour (CMYK)	890	860	790	690
Black + 1 Standard	800	780	710	620
Black & White	710	690	630	550

BLACK + 1 STANDARD COLOUR

To qualify ad can only contain Black and Cyan or Magenta or Yellow

PANTONE COLOURS — ADD \$1320 PER PAGE

POSITION CHARGES

Preferred or guaranteed positions: Extra 20%

AD DESIGN

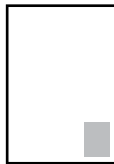
\$50.00 per hour minimum of 2 hours

Semi-Display Advertising (Non-Commissionable)

National (English and French editions)



Business Card	1 Time	3 Time	6 Time	10 Time
4 Colour (CMYK)	560	540	480	420
Black + 1 Standard	500	470	420	380
Black & White	450	410	380	350



Per Column Inch	1 Time	3 Time	6 Time	10 Time
4 Colour (CMYK)	170	160	150	130
Black + 1 Standard	150	140	130	120
Black & White	140	130	120	110

MECHANICAL SPECIFICATIONS

Printed web offset. Stock 60 lb. Saddle stitched. Halftone screen 133.

Advertising unit sizes in inches	Wide	Deep
1 Page	6.875"	9.25"
1/2 Page Horizontal	6.875"	4.5"
1/2 Page Vertical	3.333"	9.25"
1/4 Page	3.333"	4.5"
Business Card	3.333"	2"

Semi-Display Advertising unit sizes	Wide	Deep
Minimum Ad 1 column by 2"	1.5625"	2"
Business Card	3.333"	2"

Advertising Material

All files in digital format; all Illustrator text converted to outlines; all Illustrator item attributes set to 2400 dpi (minimum 1200 dpi); all spot colours (Quark 5, Illustrator & InDesign) converted to CMYK; all high res images are 300 dpi (minimum for size-as images); all RGB images converted to CMYK; all images saved as .tiff or .eps (not .psd, CT, .jpeg, .jpeg encoded, .eps or LZW tiffs); all placed images in Quark or InDesign not enlarged or reduced or rotated; custom colour bars and custom crop marks removed (use Quark or InDesign colour bars and crops only); single page .eps files are saved at final trim size; double page spreads saved as 2 single page .eps files at final trim size; match proof supplied; print window of disk supplied.

GENERAL INFORMATION

- Advertising copy and illustrations are subject to approval of the publisher.
- Advertising which, in the opinion of the publisher, simulates editorial format will be labelled "Advertisement".
- Statements, claims, offers or performance promised in accepted advertising are solely the responsibility of the advertiser.
- Short rate invoice will be issued when it is apparent contract upon which billing has been based cannot be completed.
Credit memo will be issued when a lower rate is earned by advertising published.
- All artwork, CD Roms, etc. will be destroyed by publisher if not requested within one year.
- Advertising rates subject to change upon issuance of a new rate card. In the event of rate change, contracted advertisers will be protected under existing rates for 3 (three) months beyond the general effective date of the rate change.

PERSONNEL

Bruce Feaver, National Advertising Sales Manager 416-204-3254
Darcey Romeo, Advertising Representative 416-204-3257

Serge Gamache, Quebec Advertising Representative 450-651-4257
Michael Marks, Advertising Coordinator 416-204-3255