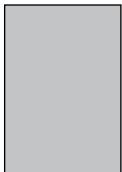




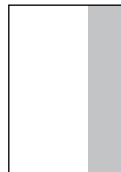
# 2012 Display Advertising Rates

**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 within a twelve month period.*

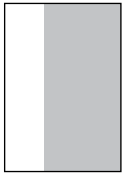
**Rate card no. 53 — Effective January 1, 2012**



Full Page	1 Time	3 Time	6 Time	10 Time
4 Colour (CMYK)	8320	8070	7830	7350
Black + 1 Standard	7150	6950	6740	6690
Black & White	6220	6040	5870	5530



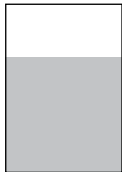
1/3 Page Vertical	1 Time	3 Time	6 Time	10 Time
4 Colour (CMYK)	4570	4440	4280	4050
Black + 1 Standard	3410	3280	3200	3040
Black & White	2500	2420	2350	2200



2/3 Page Vertical	1 Time	3 Time	6 Time	10 Time
4 Colour (CMYK)	6860	6640	6460	5850
Black + 1 Standard	5700	5910	5340	5040
Black & White	4780	4630	4490	4230



1/3 Page Horizontal	1 Time	3 Time	6 Time	10 Time
4 Colour (CMYK)	4570	4440	4280	4050
Black + 1 Standard	3410	3280	3200	3040
Black & White	2500	2420	2350	2200



2/3 Page Horizontal	1 Time	3 Time	6 Time	10 Time
4 Colour (CMYK)	6860	6640	6460	5850
Black + 1 Standard	5700	5910	5340	5040
Black & White	4780	4630	4490	4230



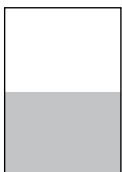
1/3 Page Square	1 Time	3 Time	6 Time	10 Time
4 Colour (CMYK)	4570	4440	4280	4050
Black + 1 Standard	3410	3280	3200	3040
Black & White	2500	2420	2350	2200



1/2 Page Island	1 Time	3 Time	6 Time	10 Time
4 Colour (CMYK)	5890	5710	5560	5200
Black + 1 Standard	4700	4580	4450	4170
Black & White	3940	3850	3710	3500



1/6 Page Horizontal	1 Time	3 Time	6 Time	10 Time
4 Colour (CMYK)	3720	3580	3510	3280
Black + 1 Standard	3000	2800	2730	2500
Black & White	1640	1590	1520	1430



1/2 Page Horizontal	1 Time	3 Time	6 Time	10 Time
4 Colour (CMYK)	5470	5300	5150	4830
Black + 1 Standard	4300	4170	4060	3800
Black & White	3390	3260	3190	2970



1/6 Page Vertical	1 Time	3 Time	6 Time	10 Time
4 Colour (CMYK)	3720	3580	3510	3280
Black + 1 Standard	3000	2800	2730	2500
Black & White	1640	1590	1520	1430

**PANTONE COLOURS — ADD \$ 1320 PER PAGE**

**BLACK + 1 STANDARD COLOUR**

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

**COMMISSIONS AND CASH DISCOUNTS**

- (a) Agency Commission — 15% to recognized advertising agencies.
- (b) Cash Discount — 2% of net when paid within 5 days of invoice date.

**POSITION CHARGES**

Covers: Minimum four colour.  
 Outside back cover: Extra 25% on space charge.  
 Other preferred or guaranteed positions: Extra 20%.

## MECHANICAL SPECIFICATIONS

Printed web offset. Stock 60 lb. Saddle stitched. Halftone screen 133. Trim size: 8 1/8" wide x 10 7/8" deep. Type page size: 7" wide x 10" deep. Three columns per page. Width of column 2 1/8" wide. Depth of column 10".

## 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 (Quark5, 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.

Advertising unit sizes in inches	Wide	Deep
1 Page	8.125"	10.875"
2/3 Page Vert.	4.5"	10"
2/3 Page Horz.	6.875"	6.75"
1/2 Page Island	4.5"	7.375"
1/2 Page Horz.	6.875"	4.875"
1/3 Page Vert.	2.125"	10"

Advertising unit sizes in inches	Wide	Deep
1/3 Page Horz.	6.875"	3.125"
1/3 Page Square	4.5"	4.875"
1/6 Page Horz.	4.5"	2.375"
1/6 Page Vert.	2.125"	4.875"
Single Page Bleed (untrimmed)*	8.375"	11.125"
Double Page Bleed (untrimmed)*	16.5"	11.125"

\* In preparing material for bleed ads, allow additional 1/4" for trim on all outside edges.

## 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