



2009 SPECIFICATIONS & RATES*

(Note: rates are net, net)

PAGE DIMENSIONS: Full pg. → 8.625 x 10.875 trim (add 1/4 on each side for bleed); **DPS** → 17.25 x 10.875 trim (add 1/4 on each side for bleed)

AD SIZE	1 x Rate		4 x Rate		8 x Rate	
1/4 vertical 3.625 (w) x 4.75 (h)	Eng	1915	Eng	1742	Eng	1590
	Frn	1247	Frn	1133	Frn	1035
	Eng+Frn	2781	Eng+Frn	2531	Eng+Frn	2310
1/3 vertical 2.375 (w) x 9.875 (h)	Eng	2412	Eng	2195	Eng	2001
	Frn	1568	Frn	1427	Frn	1302
	Eng+Frn	3501	Eng+Frn	3186	Eng+Frn	2907
1/2 vertical 3.625 (w) x 9.875 (h)	Eng	2826	Eng	2571	Eng	2346
1/2 horizontal 7.625 (w) x 4.75 (h)	Frn	1837	Frn	1671	Frn	1525
	Eng+Frn	4102	Eng+Frn	3732	Eng+Frn	3405
Full Page 8.625 (w) x 10.875 (h)	Eng	4466	Eng	4063	Eng	3706
	Frn	2902	Frn	2641	Frn	2409
	Eng+Frn	6481	Eng+Frn	5898	Eng+Frn	5379
Double Page Spread 17.25 (w) x 10.875 (h)	Eng	8336	Eng	7585	Eng	6920
	Frn	5646	Frn	5138	Frn	4687
	Eng+Frn	12103	Eng+Frn	11014	Eng+Frn	10045

POSITION PREMIUMS

Back cover	20%
Inside front cover/Inside back cover	15%
Inside front DPS.....	10%
Centre page spread	10%
Requested pages	10%

CLASSIFIED/MARKETPLACE

	Eng	Frn.	Eng.&Frn.
1 column inch (B&W)	\$209	135	310
1 column inch (Color)	\$282	189	423
2 column inches (B&W)	\$386	257	589
2 column inches (Color)	\$536	350	803
3 column inches (B&W)	\$556	362	900
3 column inches (Color)	\$754	491	1130
4 column inches (B&W)	\$711	462	1063
4 column inches (Color)	\$963	625	1443
6 column inches (B&W)	\$1045	656	1566
6 column inches (Color)	\$1182	843	1927

*Rates subject to change

Note: Please direct all production inquiries to Alan Swinton at 416-869-3131 x111