

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	1710	Eng	1556	Eng	1420
	Frn	1114	Frn	1012	Frn	925
	Eng+Frn	2484	Eng+Frn	2260	Eng+Frn	2063
1/3 vertical 2.375 (w) x 9.875 (h)	Eng	2154	Eng	1960	Eng	1787
	Frn	1400	Frn	1275	Frn	1163
	Eng+Frn	3126	Eng+Frn	2845	Eng+Frn	2596
1/2 vertical 3.625 (w) x 9.875 (h)	Eng	2524	Eng	2296	Eng	2095
	Frn	1641	Frn	1492	Frn	1362
	Eng+Frn	3663	Eng+Frn	3333	Eng+Frn	3041
1/2 horizontal 7.625 (w) x 4.75 (h)	Eng	2524	Eng	2296	Eng	2095
	Frn	1641	Frn	1492	Frn	1362
	Eng+Frn	3663	Eng+Frn	3333	Eng+Frn	3041
Full Page 8.625 (w) x 10.875 (h)	Eng	3988	Eng	3628	Eng	3309
	Frn	2592	Frn	2359	Frn	2151
	Eng+Frn	5787	Eng+Frn	5267	Eng+Frn	4803
Double Page Spread 17.25 (w) x 10.875 (h)	Eng	7443	Eng	6773	Eng	6179
	Frn	5042	Frn	4588	Frn	4185
	Eng+Frn	10807	Eng+Frn	9834	Eng+Frn	8969

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)	\$187	121	277
1 column inch (Color)	\$252	169	378
2 column inches (B&W)	\$345	230	526
2 column inches (Color)	\$479	313	717
3 column inches (B&W)	\$497	324	804
3 column inches (Color)	\$674	439	1009
4 column inches (B&W)	\$635	413	950
4 column inches (Color)	\$860	559	1289
6 column inches (B&W)	\$934	586	1399
6 column inches (Color)	\$1056	753	1721

*Rates subject to change due to currency fluctuation

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