

## Biweekly tabloid: Print ads

### Rates & data

#### 2010 display advertising rates

(GST not included. Rates are in gross, Canadian dollars.)

Ad size	1x	4x	8x	12x	18x	22x
Full page	3276	3113	2786	2458	2294	2130
Magazine page	2294	2181	1951	1720	1606	1493
1/2 page	1639	1556	1394	1230	1147	1066
1/4 page	1205	1145	1025	903	845	784
1/8 page	620	590	527	466	435	403
Outside back cover	4260	4047	3621	3195	2980	2770
Earlugs (minimum of 8)	—	—	802	723	—	599
Business card*	230	205	175	130	110	99
<b>Non-standard line rate</b>	<b>\$4.93</b>	<b>4.69</b>	<b>4.21</b>	<b>3.72</b>	<b>3.46</b>	<b>3.20</b>

Colour Process & PMS add:

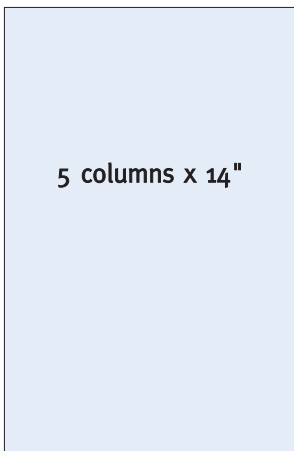
1-colour - \$439

2-colour - \$715

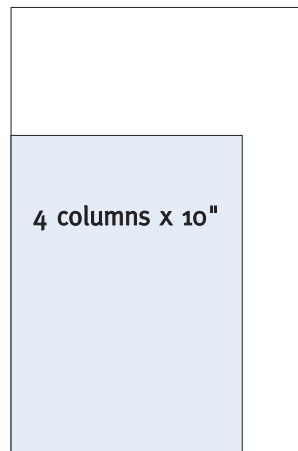
4-colour - \$989

\* Business card ads are non-commissionable.

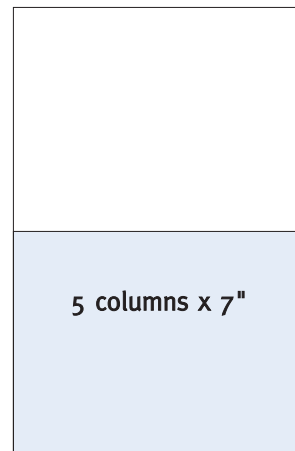
We can not process duotone material or reproduce metallic colours.



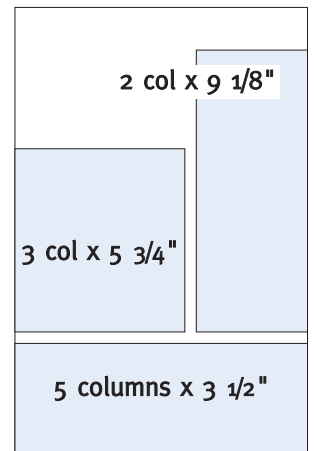
Full page



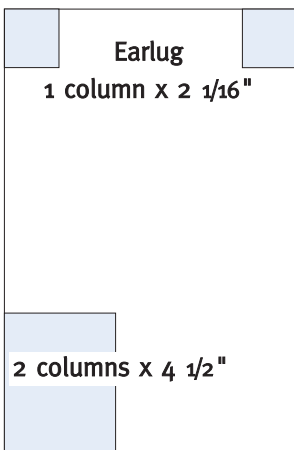
Magazine page



1/2 page



1/4 page



1/8 page

#### Size requirements:

	width x depth in inches	columns wide x inches deep	Column widths in inches
* Full page (bleed size)	11 x 15 1/4"		1 column 1 3/4"
Full page (image area)	9 1/2 x 14"	5 col x 14"	2 columns 3 11/16"
Magazine page	7 9/16 x 10"	4 col x 10"	3 columns 5 5/8"
1/2 page (horizontal)	9 1/2 x 7"	5 col x 7"	4 columns 7 9/16"
1/4 page (horizontal)	9 1/2 x 3 1/2"	5 col x 3 1/2"	5 columns 9 1/2"
1/4 page (3 columns)	5 5/8 x 5 3/4"	3 col x 5 3/4"	
1/4 page (2 columns)	3 11/16 x 9 1/8"	2 col x 9 1/8"	
1/8 page (vertical)	3 11/16 x 4 1/2"	2 col x 4 1/2"	
Business card	3 1/2 x 2"		
Earlug	1 11/16 x 2 1/16"		

\* Note: Bleeds only apply to full page ads. (Trim size of publication is 10 3/4 x 15".)