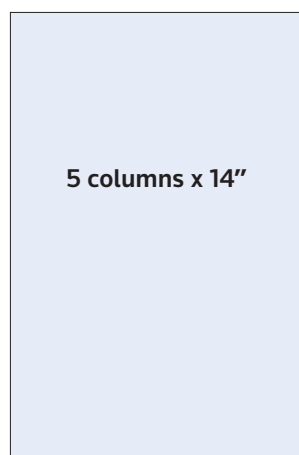


Rates & data

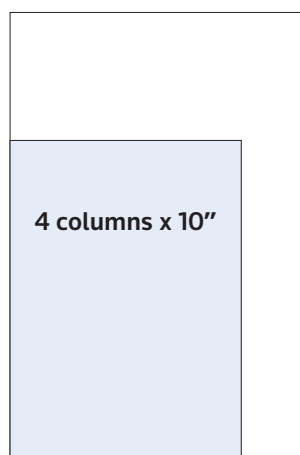
2013 display advertising rates — 4-colour (HST not included. Rates are in net, Canadian dollars.)

Ad size	1x	4x	8x	12x	18x	22x
Full page	4534	4357	4004	3566	3471	3294
Magazine page	3471	3350	3101	2850	2727	2605
1/2 page	2763	2673	2498	2321	2230	2143
1/4 page	1799	1734	1604	1472	1410	1344
1/8 page	1166	1134	1066	999	966	931
Outside back cover	5598	5369	4907	4447	4214	3986
Front Page Earlugs	1500	—	—	1250	—	1000
Front Page Footerstrip	3000	—	—	2500	—	2000
Business card* (Black & White)	250	217	185	138	116	105

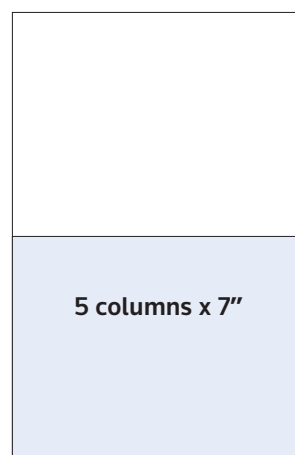
* Business card ads are non-commissionable.
10% discount on black and white ads.



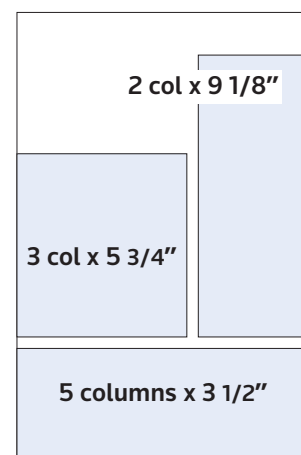
Full page



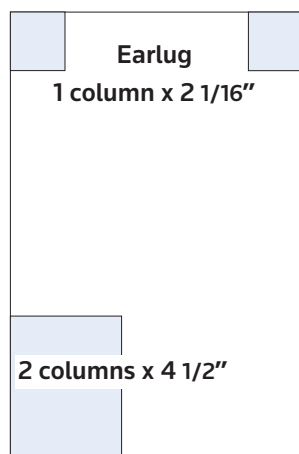
Magazine page



1/2 page



1/4 page



1/8 page

Size requirements:

	width x depth in inches	columns wide x inches deep
Full page (bleed size)	11 x 15 1/4"	
Full page (image area)	9 1/2 x 14"	5 col x 14"
Magazine page	7 9/16 x 10"	4 col x 10"
1/2 page (horizontal)	9 1/2 x 7"	5 col x 7"
1/4 page (horizontal)	9 1/2 x 3 1/2"	5 col x 3 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"	
Front Page Earlug	1 11/16 x 2 1/16"	
Front Page Footerstrip	9 1/2 x 1 3/4"	

Column widths

	in inches
1 column	1 3/4"
2 columns	3 11/16"
3 columns	5 5/8"
4 columns	7 9/16"
5 columns	9 1/2"

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