

Advertising Rates

Rate Card No. 2012 N



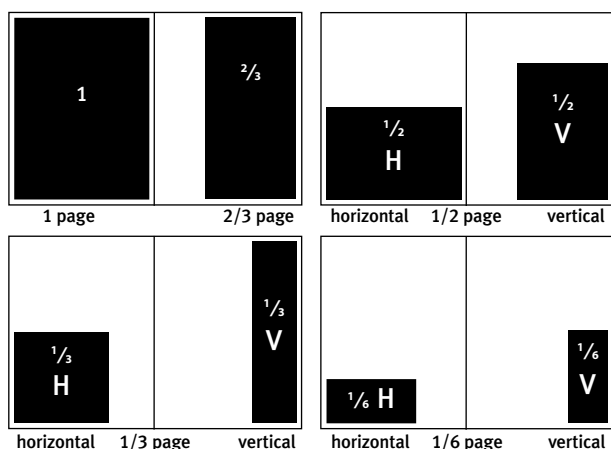
4-Colour Rates	1- time	3- time	6-time
1 page	\$5,295	\$4,890	\$4,415
2/3 page	3,965	3,715	3,305
1/2 page	3,280	2,935	2,705
1/3 page	2,560	2,330	2,295
1/6 page	1,480	1,365	1,235

Position Charge

Inside front and inside back cover	\$4,485
Outside back cover	4,975
Other positions (when available—contact publisher)	15%

Circulation

11,000



DPS (trim)	16 1/2" x 11"	1/3 page (H)	4 5/8" x 5"
1 page (trim)	8 1/4" x 11"	1/3 page (V)	2 1/4" x 10"
2/3 page	4 5/8" x 10"	1/6 page (H)	4 5/8" x 2 1/2"
1/2 page (H)	7 1/4" x 5"	1/6 page (V)	2 1/4" x 5"
1/2 page (V)	4 5/8" x 7 1/2"		

Bleed Pages

Accepted for full pages or DPS only. No extra charge.

Graphic Arts Marketplace

B&W	3-5 times (PER INSERTION)	6 times (PER INSERTION)
2 1/8" x 1"	\$100	\$85
2 1/8" x 2"	155	120
2 1/8" x 4"	245	200
Four colour extra	up to 4", \$115 per insertion	
Red extra	up to 4", \$65 per insertion	
Contact us for rates on larger sizes		

Graphic Arts Marketplace ads are non-commissionable and are only accepted for a minimum of 3 issues.

Specifications

Printed offset, sheetfed, perfect bound, coated stock, 150 line screen

Bleed size:	8 1/2" wide x 11 1/4" deep
Trim size:	8 1/4" wide x 11" deep
Type safety area:	7 1/4" wide x 10" deep
Column width:	2 1/4" (13 picas)
Number of columns:	3

Material Accepted

QuarkXPress, Illustrator or Photoshop. Supply all fonts and images used. A colour proof must be provided.

Additional charges for final art, modification of existing art, photography, special typesetting and conversion to acceptable digital format.

Inserts & Outserts

- 80 lb. to 100 lb. coated text
- 80 lb. to 100 lb. uncoated book or high bulk offset
- Insert over .007 subject to a surcharge and approval by publisher
- Perfect bound notch perfed (spine is *not* ground down)
- For 8- and 16-page inserts please contact your Account Manager before printing
- Pages jogged to top

Size	1- time	3- time	6-time
2-pg insert	\$3,330	\$3,010	\$2,700
4-pg insert	5,100	4,690	4,270
8-pg insert	6,250	5,950	5,500

QUANTITY REQUIRED: 12,000 pieces.

Please ask for mechanical specifications.

Position 40% extra when available.

Published by: North Island Publishing Ltd. (Established 1980)
1606 Sedlescomb Dr., Unit 8, Mississauga, ON L4X 1M6,
Tel: (905) 625-7070 Fax: (905) 625-4856

Published bimonthly: January/February; March/April;
May/June; July/August; September/October;
November/December

Ad closing: Please see Account Manager for closing dates.

Commission and Cash Discount: Agency commission 15% allowed to recognized agencies only. Cash discount 2%, 10 days from date of invoice.

Publisher: Alexander Donald

Editor: Filomena Tamburri

Associate Publisher: Doug Bennet

Account Managers: Valerie Hoiland
Krista Wiliszewski

Directory & Classifieds: Carol Anne Green

Circulation: Deadra Fletcher

THE PRINTING INDUSTRY AUTHORITY

graphic
MONTHLY CANADA

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