

# Advertising Rates

## Rate Card No. 2012 R



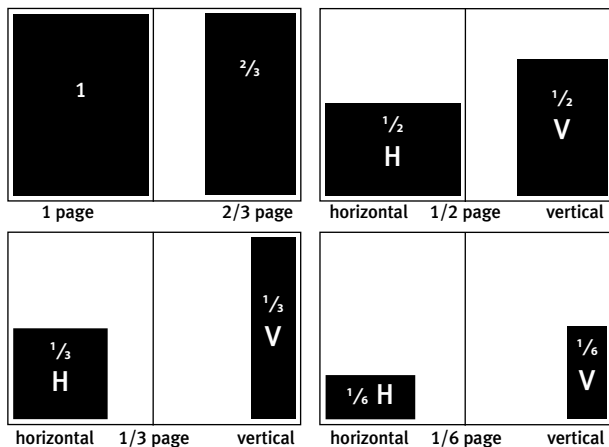
4-Colour Rates	1- time	3- time	6-time
1 page	\$3,465	\$3,050	\$2,890
2/3 page	2,675	2,350	2,230
1/2 page	2,120	1,860	1,780
1/3 page	1,555	1,355	1,285
1/6 page	905	785	735

### Position Charge

Other positions (when available—contact publisher) 15%

### Circulation

8,000



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	\$2,030	\$1,925	\$1,820
4-pg insert	2,830	2,650	2,550
8-pg insert	3,750	3,500	3,300

QUANTITY REQUIRED: 9,000 pieces.

Please ask for mechanical specifications.

Position 40% extra when available.

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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

1606 Sedlescomb Dr., Unit 8, Mississauga, ON, Canada L4X 1M6  
Tel: (905) 625-7070 • Fax: (905) 625-4856  
www.graphicmonthly.ca