



# 2010 Advertising Rate Card

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_  
 Approved by: \_\_\_\_\_ Email: \_\_\_\_\_  
 Date: \_\_\_\_\_ Phone: \_\_\_\_\_  
 Company Name: \_\_\_\_\_ Ext.: \_\_\_\_\_  
 Address: \_\_\_\_\_ Fax: \_\_\_\_\_  
 Website: \_\_\_\_\_

### ANNUAL PUBLICATION SCHEDULE:

<u>Edition</u>	<u>Distribution Date</u>	<u>Ad Due Date</u>
Spring/ Conference	Mar/April	Mar. 10/10
Summer	August/Sept	June 30/10
Winter	Nov/Dec	Oct. 31/10

### ADVERTISEMENT SPECIFICATIONS:

#### Electronic copies

- electronic ads must be provided in .tiff or .eps formats
- fonts must be saved as outlines
- four colour process (CMYK)
- please forward electronic advertisements to dorendt@yahoo.ca

#### Ad size and costs

<input type="checkbox"/>	Business Card Ad	3 1/2" x 2"	\$175.00	per issue
<input type="checkbox"/>	Display Ad	3 1/2" x 4 1/2"	\$335.00	per issue
<input type="checkbox"/>	Half Page	5 1/2" x 7 1/2"	\$450.00	per issue
<input type="checkbox"/>	Full Page	10 1/2" x 7 1/2"	\$800.00	per issue
<input type="checkbox"/>	Inside front, Inside back	10 1/2" x 7 1/2"	\$900.00	per issue
<input type="checkbox"/>	Back cover	10 1/2" x 7 1/2"	\$1,100.00	per issue

**Please note:** For the 2010 advertising year, the Association has identified 3 prime locations within the magazine, the back cover, and the front and back page inside cover. These spaces will be allocated on a per issue basis. Where multiple advertisers choose the same space, spaces will be allocated on first come first serve basis. Should the back page not be available, advertisers submitting for this location may be offered the front and back inside cover if they are available.

**All submissions for the prime locations for the Spring/Conference issue must be accompanied with full payment and received on March 10 after 7:00 am until 5:00 pm. Note: Prime advertising locations are available on a first come first served basis.**

Ads to be electronically sent to dorendt@yahoo.ca

*For additional information, please contact Denis Orendt  
 tel:905-372-2722 email: dorendt@yahoo.ca*