

2014/2015 ADVERTISING RATE SHEET*

Publication Details

Issued: Quarterly – Winter, Spring, Summer, Fall

Deadline: December 1, March 1, June 1, September 1

Circulation: 6,900 paid subscriptions

ISSN #: 1187 - 1180

Artwork Requirements

Acrobat PDF Files

Adobe Illustrator (EPS)

Adobe Photoshop (300 dpi)

Standard Sizes (width x height)

Full Page: 7.5" x 9.5"

Half Page, Wide: 7.5" x 4.5"

Half Page, Tall: 3.5" x 9.5"

Quarter Page, Wide: 7.5" x 2.25"

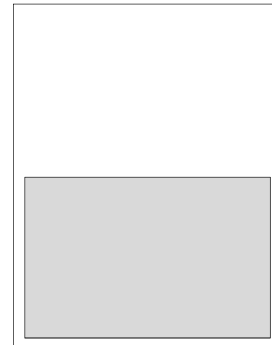
Quarter Page, Tall: 3.5" x 4.5"

Premium Positions

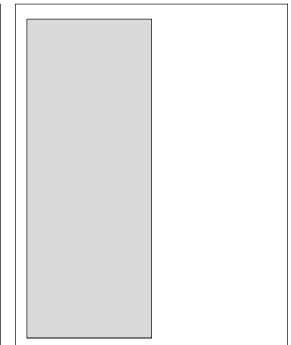
Inside Cover, Front: Standard Ad + \$650/insertion

Inside Cover, Back: Standard Ad + \$400/insertion

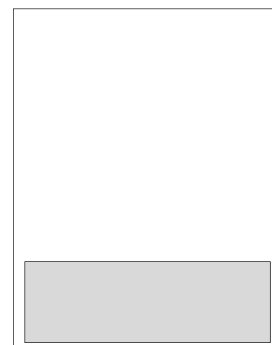
Outside Cover, Back: Standard Ad + \$500/insertion



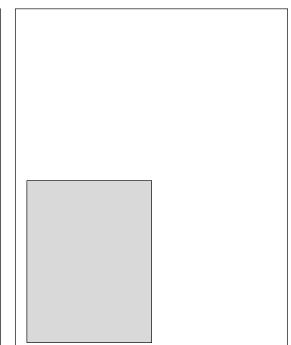
Half Page, Wide



Half Page, Tall



Quarter Page, Wide



Quarter Page, Tall

	Standard, Single Ad	2 Insertions⁺ (10% Discount)	3 Insertions⁺ (15% Discount)	4 Insertions⁺ (20% Discount)
Full Page	\$1,650.00 B&W \$2,150.00 Colour	\$2,970.00 B&W \$3,870.00 Colour	\$4,207.50 B&W \$5,482.50 Colour	\$5,280.00 B&W \$6,880.00 Colour
Half Page, Wide & Tall	\$825.00 B&W \$1,325.00 Colour	\$1,485.00 B&W \$2,385.00 Colour	\$2,103.75 B&W \$3,378.75 Colour	\$2,640.00 B&W \$4,240.00 Colour
Quarter Page, Wide & Tall	\$675.00 B&W \$1,175.00 Colour	\$1,205.00 B&W \$2,115.00 Colour	\$1,721.25 B&W \$2,996.25 Colour	\$2,160.00 B&W \$3,760.00 Colour

*Rates effective August 1st, 2014 and are listed before taxes.

⁺Multiple insertion rates only apply when the same ad is repeated. Discount included in listed price.