

RATE CARD #66 2007

ISSUED OCTOBER 2006 | EFFECTIVE JANUARY 1, 2007

BLACK AND WHITE RATES	INCHES		MILLIMETERS		PER INSERTION		
	Width	Depth	Width	Depth	1-time	4-times	8-times
1 Page	7	10	178	254	\$4,335	\$4,130	\$3,745
2/3 Page	4-5/8	10	117	254	3,690	3,517	3,180
1/2 Page Island	4-5/8	7-1/2	117	191	2,975	2,850	2,570
1/2 Page Horizontal	7	4-7/8	178	124	2,350	2,280	2,030
1/2 Page Vertical	3-3/8	10	86	254	2,350	2,280	2,030
1/3 Page Vertical	2-1/4	10	57	254	1,825	1,735	1,575
1/3 Page Square	4-5/8	4-5/8	117	117	1,825	1,735	1,575
1/4 Page Square	3-3/8	4-7/8	86	124	1,305	1,240	1,125
1/6 Page (1/2 col.)	2-1/4	4-7/8	57	124	1,095	1,035	940

INSERTS

National and split run insert rates on request. Max. weight 80lb. (25 x 38 – 160M), 2" binding lip and single sheet inserts. Please contact publisher for quantities and specifications required.

Tip-on and polybag inserts also available.

Process Colour

(C,M,Y,K), per page per colour \$430

Process Colour

(C,M,Y,K), per DPS per colour 710

Matched colours

per page per colour 495

Four colour process

per page 1,200

Four colour process

per double page spread 2,075

COVER ADVERTISING (Non-cancellable)

Outside Front Cover editorial (not sold)

4-times **8-times**

Inside Front Cover \$6,480 \$5,995

Inside Back Cover 6,350 5,835

Outside Back Cover 6,920 6,465

4-colour charge included.

SPECIAL POSITIONS

Preferred position – 10% added to earned space rate.

OVERRUNS

OVERRUNS of full page ad must be ordered by the issue closing deadline and will be delivered when the issue mails.

Printed reverse blank on 60lb. stock.

100 overruns \$425

500 overruns \$575

1,000 overruns \$745

www.canadianprinter.com

	3 months	6 months	9 months	12 months
Banner Ad (468x60)	\$2,000	\$3,600	\$4,800	\$5,600
Box Ad (120x120)	1,500	2,700	3,600	4,200
Button Ad (120x60)	1,250	2,250	3,000	3,500

Sponsorship Opportunities: Customized Sponsorships such as real-time opinion polls, eNewsletters, discussion groups, new product promotions, plus more!

Specifications: All rates based on final digital material supplied. See www.canadianprinter.com (Advertising section) for more information. Any production expense(s) will be charged back at cost.

Monthly eNewsletter Marketing Opportunities:

Reach 7,000 subscribers by email each month!

Monthly Sponsorship	\$2,500
Customized e-newsletter	\$3,500

Please contact us for other e-news marketing options.

Other Marketing Opportunities:

Canadian Printer Used Equipment site.

Or an exclusive page within www.canadianprinter.com for only \$1,200 per month (800x600).

MARKETLINE

Rates for all Marketline ads are based on a cost per depth inch with a column width of 2 1/8".

1x \$70/per inch

3x \$65/per inch

5x \$62/per inch

8x \$57/per inch

Marketline rates are non-commissionable.

PERSONNEL APPOINTMENT ADS

\$575 flate rate (maximum one column x 4-7/8", includes printing of photograph and publication typesetting. The words "Appointment Notice" will appear at the top. No agency commission.