

- i) Single bleed size: 8-3/8" x 11-1/4" to trim 7-7/8" x 10-3/4". Double page spread bleed size: 16-1/4" x 11-1/4" to trim 15-3/4" x 10-3/4". For further information contact (416) 764-1690.
- j) Bleed: Hold all type matter or illustrative material not intended to bleed minimum of 3/8" from outside trim edges and 1/8" from inside of each page of spreads. All bleed advertisements must be designed to run either left or right positions. Allow min. 1/4" bleed all around. Publisher reserves the right to crop 3/16" on either side of bleed ads to allow for variation of trim size.
- k) **Digital Files:** PDF/X-1a, or a generic PDF created to Rogers Publishing specifications on a Macintosh formatted CD-ROM with a MAC standards proof. Check www.rogersdigitalads.com, or contact Production Manager for details. Every attempt is made to verify the supplied file to the supplied proof, however Rogers Publishing does not accept responsibility for material content or colour trapping. Production charges apply for material not to spec or for alterations.
- l) Other technical specifications, if required, will be supplied on request, also refer to MAC printing specifications on back page of CARD.
- m) The publishers reserve the right to destroy all material supplied if not demanded within one year from time of last use.
- n) Photographs, artwork and other developmental materials created for the advertiser/agency will be charged separately, in addition to space charges. Additional charges will be made for final artwork, modification to existing art, photographs, special typesetting.

CIRCULATION INFORMATION

- a) Member of CCAB, Division of BPA International.
- b) Character of circulation; Management, production, engineering, in-plant maintenance operations, engineering & purchasing personnel in metalworking manufacturing & machinery building industries.
- c) National circulation.

CONTRACT AND COPY REGULATIONS

- a) If first insertion on this contract is not used within two months from date of contract and if, in the meantime, a new rate schedule has been published, the new rates will apply. "Rateholders" are not recognized. Rates are based on the total amount of space used in twelve months from date of first insertion. Rates for schedule composed of mixed space units computed on total space used as related to each unit of size, i.e. 3 full pages and 6 half pages equals 6 full pages or 12 half pages. Full pages thus earn 6-time rate and half pages earn 9-time half-page rate.

GENERAL

- a) Frequency discounts apply exclusively to the regular business announcements of the advertiser; advertisements he/she may insert for other concerns will be charged at card rates for space used.
- b) Corporate Rate
When a minimum of 60 pages of advertising are used in 5 publications published by Rogers Media, Industry Group, the advertiser is entitled to the lowest rate in each publication. The Corporate Rate in Canadian Machinery & Metalworking is \$3400.00 B&W.
- c) Advertiser and advertising agency agree that Canadian Machinery & Metalworking shall be under no liability for their failure for any cause to insert any advertisement.
- d) Verbal agreements are not recognized by the company.
- e) Rates subject to change without notice.
- f) Publishers are not bound by any conditions, printed or otherwise appearing on contracts or copy instructions when such conflict with policies covered by this rate card.
- g) Publishers shall be entitled to payment as herein provided, upon having completed the printing of the advertising and having taken reasonable steps to see that the publication will be distributed.
- h) The publisher will typeset as a service to clients but unless sufficient time is allowed for a proof to be authorized, the publisher will not be responsible for errors.

- i) Maximum of 2 checking copies allowed free. Extra copies charged at single copy rates.

MAILING INSTRUCTIONS

All advertising material should be sent directly to :
Production Manager, Canadian Machinery & Metalworking, c/o Rogers Publishing, One Mount Pleasant Rd., 7th Floor, Toronto, ON M4Y 2Y5.
See also Supplied Insert information.
E-mail: larry.bonikowsky@rci.rogers.com

SUBSCRIPTIONS

- a) Canada: 1 year for \$36, 2 years for \$57, 3 years for \$69.
Elsewhere: \$78 per year.
- b) Single copies - Canada: \$6. Elsewhere: \$9.
- c) DIRECTORY Issue \$50. Elsewhere \$68.
- d) Rogers Publishing GST # R103439444

Call Today:

Larry Bonikowsky, Senior Publisher (416) 764-1489
Steve Devonport, Sales Manager (416) 764-1498
Kim Laudrum, Editor (416) 764-1508
Roma Huta, Production Manager (416) 764-1692
FAX (416) 764-1735
Email Publisher larry.bonikowsky@rci.rogers.com
www.CanadianMetalworking.com

AGREEMENT

You are authorized to insert our advertisement in CANADIAN MACHINERY & METALWORKING to occupy _____ pages space in _____ colour(s) for _____ insertions to be used within twelve months from date of first insertion _____ for which we agree to pay _____ per insertion payable at place of publication (according to the terms of this rate card) on the 10th of month following date of invoice.

If we use less space/insertions than ordered during the twelve months commencing with the date of the first insertion, we will pay publisher's card rates for the actual space/insertions used.

We understand that any art, photographic or other development charges (where applicable) are extra and will be billed separately in addition to space charges.

The parties to this contract all agree that it should be drawn up in the English language. *Toutes les parties conviennent de la rédaction en anglais du présent contrat.*

Initials _____ Date _____

Company _____

Street _____

City _____

Prov./State _____

Postal Code/Zip _____

Per _____

Title _____

Accepted by _____

Date _____

J/F
MAR
A
M
J/J
A/S
O
N
D

Larry Bonikowsky, Senior Publisher,
Canadian Machinery & Metalworking

SALES CODE