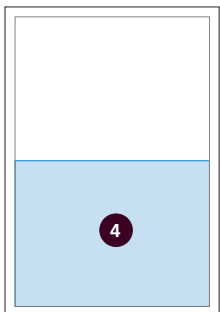
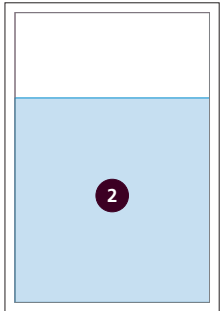
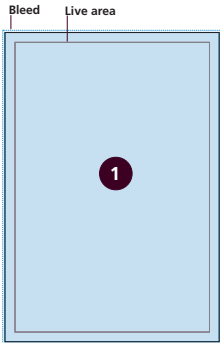


# 2008 ADVERTISING RATES & SPECIFICATIONS

'08



All rates are in \$Canadian  
Please specify if advertising is to be invoiced in \$US

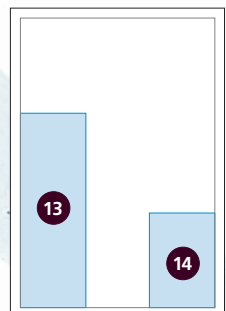
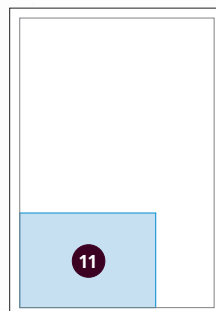
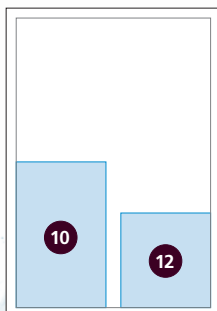
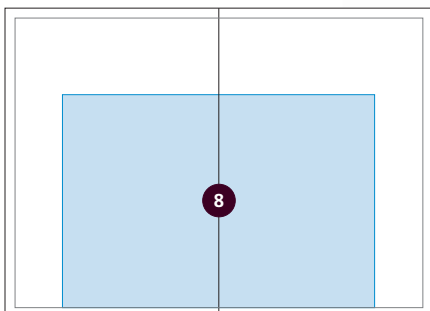
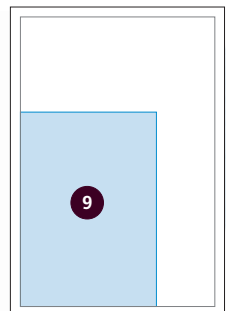
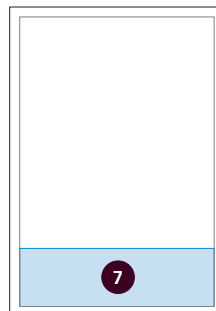
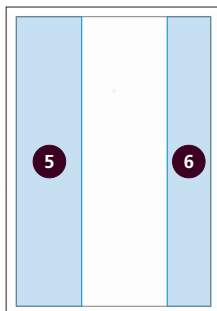
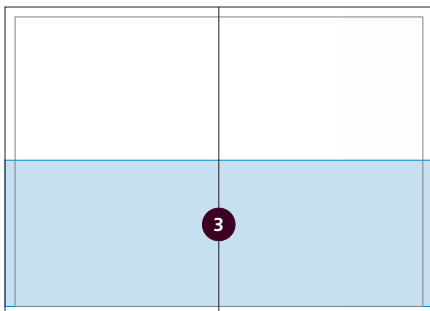
ALL RATES ARE FOUR COLOR

TAB SIZES	x1	x4	x7	Width	Depth
Full TAB Page (Live area)	\$6,350	\$6,095	\$5,685	10"	14-7/8"
1 Full TAB Page Trim*				11"	15-7/8"
2 2/3rd TAB Horizontal	\$6,045	\$5,675	\$5,395	10"	10-1/2"
3 DPS 1/2	\$6,350	\$6,095	\$5,685	22"	7-1/2"
4 1/2 TAB Horizontal	\$5,675	\$5,365	\$4,775	10"	7-1/2"
5 1/3rd TAB Vertical	\$4,935	\$4,725	\$4,190	3-3/8"	15"
6 1/4th TAB Vertical	\$4,290	\$4,085	\$3,605	2-1/4"	15"
7 TAB Banner	\$4,290	\$4,085	\$3,605	10"	3"
8 DPS Jnr.	CALL FOR QUOTE			15-3/4"	10-3/4"
9 Standard Page	\$5,675	\$5,365	\$4,775	7"	10"
10 1/2 Page Island	\$4,290	\$4,085	\$3,605	4-5/8"	7-1/2"
11 1/2 Page Horizontal	\$4,290	\$4,085	\$3,605	7"	4-7/8"
12 1/3rd Page Square	\$3,185	\$3,025	\$2,810	4-5/8"	4-7/8"
13 1/2 Page Vertical	\$3,185	\$3,025	\$2,810	3-3/8"	10"
14 1/4th Page Square	\$2,625	\$2,495	\$2,310	3-3/8"	4-7/8"

<b>MARKETPLACE</b>	\$790	\$690	\$550	2-1/2"	4-7/8"
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THE PLASTICS ANNUAL					
Cover*				6-3/4"	8-3/8"
DPS	CALL FOR QUOTE			11-1/2"	7-1/2"
Full Page	\$5,300	\$5,025	\$4,430	5-1/4"	7-3/8"
Full Page Trim*				6-1/4"	8-3/8"
1/2 Page Horizontal	\$4,015	\$3,810	\$3,350	5-1/4"	3-3/4"
1/4th Page Square	\$2,455	\$2,340	\$2,160	3-3/8"	4-7/8"
1 Column Vertical	\$2,455	\$2,340	\$2,160	1-5/8"	7-3/4"

\*For bleed advertisements—add 1/8 inch on all bleed edges



## DIGITAL FILE REQUIREMENTS

All advertising files should be high res (300dpi) PDF with fonts imbedded. Files should either be submitted on CD or via AdTransport. Please go to: [www.rogersdigitalads.com](http://www.rogersdigitalads.com) then click on Ad Transport in the left-hand menu. You can then download the application that lets you drop your file onto an icon that will automatically send the file to us. You will receive a confirmation that the file was received and it is in our system. All the instructions are above the download link "How to send a file.....".

If after carrying out all the instructions you have a problem, please either phone **Len Goins** at 416-764-1702 or email [preflight@rci.rogers.com](mailto:preflight@rci.rogers.com)—there's help on hand.