

Four-Colour Rates – Canadian Dollars, Gross

(15% discount applied to non-agency buys)

Tabloid Issues (11" X 15.75")

	1-3 Times	4-6 Times	7-9 Times
Full page	\$7,500	\$7,190	\$6,840
1/2 page hor./vert.	\$5,540	\$5,310	\$5,110
1/3 page hor./vert.	\$4,990	\$4,820	\$4,690
1/4 page hor./vert.	\$4,720	\$4,330	\$4,030
1/6 page	\$3,170	\$3,100	\$2,960
1/9 page	\$2,690	\$2,600	\$2,520

Buyers' Guide Issues (7.875" X 11")

	1-3 Times	4-6 Times	7-9 Times
Full page	\$5,540	\$5,310	\$5,110
1/2 island	\$4,720	\$4,330	\$4,030
1/2 page hor./vert.	\$3,740	\$3,630	\$3,360
1/3 page hor./vert.	\$3,170	\$3,100	\$2,960
1/4 page hor./vert.	\$2,690	\$2,600	\$2,520

Note: All journal ads can run in the tabloid issues.

Additional Colour Options

- Black-and-white-only ads, subtract \$1,220 from the earned frequency four-colour rate
- Black plus one colour, subtract \$745 from the earned frequency four-colour rate
- Metallic colours quoted on request
- Printed inserts and advertising rates available on request

Cover Advertising Positions - Non cancelable

- Inside Front and Inside Back Covers - 20% premium
- Outside Back Cover - 25% premium
- Special Positions - 10% premium

Issuance and Closing Dates

Issue	Issue Size	Space	Material	Mailing
Jan/Feb	Tabloid	Jan 09	Jan 11	Feb 07
March	Journal	Feb 06	Feb 08	Mar 06
April	Tabloid	Mar 04	Mar 06	Apr 03
May	Tabloid	Apr 02	Apr 04	May 01
June	Tabloid	May 06	May 08	June 05
July	Journal	Jun 24	Jun 26	Jul 24
Aug/Sept	Tabloid	Jul 29	Jul 26	Aug 28
October	Tabloid	Sep 03	Sep 05	Oct 02
Nov/Dec	Tabloid	Oct 29	Oct 31	Nov 27

Circulation Information

- Member of CCAB
- National Circulation: 19,200+ circulation to verified and qualified personnel whose function, wholly or partly, is OEM product and in-plant equipment and systems design and the specification of materials

Product Cards



Issued: March, July & Nov/Dec
 Rate: 1x \$2,025
 Card Size: 3 9/16" x 5 1/2"
 Colour: 4/4
 Special Offer: Buy 3 Get 1 Free

Literature Reviews



Issued: March, July, Oct & Nov/Dec
 Rate: 1x \$500
 Unit Size: 2" x 3 1/2"
 Colour: 4/4
 Special Offer: Buy 3 Get 1 Free

Corporate Profiles



Issued: All Issues
 Rate: 1x \$4,575.00
 Size: Standard page – 8" x 11"
 Colour: 4/4
 Special Offer: 50% off any size ad published in the same issue

Classifieds

Issued: All Issues
 Rate: \$500 net
 Unit Size: 3 3/8" x 4 7/8"
 Colour: B&W
 Special Offer: Buy 3 Get 1 Free

Inserts/Outserts/Belly Bands/List Rental/Custom Ad Sizes/Over-covers

Specs and rates available on request

Rates & Agency Commission

- All rates are quoted in gross Canadian Dollars. Prices are subject to the addition of 6% Goods & Services Tax (GST) where applicable.
- Agency Commission: 15% of gross billing allowed on space, colour, position and charges for special insert stock to recognized agencies only. Commission is not allowed on other charges such as extra mechanical charges, reprints, literature reviews, classified advertising, etc.
- Accounts payable at office of publication in Canadian funds or equivalent funds at the rate of exchange prevailing at time of payment.