

2009 RATE CARD NO. 71

ISSUANCE AND CLOSING DATES

See detailed schedule on editorial line-up.

CIRCULATION INFORMATION

- a) Member of CCAB, Advertising Advisory Board Advertising Standards Council.
- b) Character of circulation: Processors and distributors of food, beverage and dairy products.
- c) National circulation: 10,000

SUBSCRIPTION PRICES:

Canada \$79 per year;
2 years \$118
Elsewhere \$145 per year.
Single copies: Canada \$13.50;
elsewhere \$22.
Special issues \$63;
elsewhere \$83.

COMMISSION & CASH DISCOUNT

- a) Agency commissions: 15% of gross billing allowed on space, colour, bleed, position and charges for insert stock, to recognized agencies only, commission is not allowed on other charges, reprints, classified advertising, etc.



EFFECTIVE JANUARY 2009 ISSUE

FOR MORE INFORMATION VISIT OUR WEBSITE

www.foodincanada.com

OR CONTACT THE PUBLISHER Tel: 416-764-1503

GENERAL ADVERTISING RATES IN CANADIAN DOLLARS

Black & White

	1 Time	3 Times	6 Times	Corporate (9x)
1 Page	5665	5325	5215	5100
2/3 Page	4960	4755	4680	
1 /2 Island	4065	3870	3745	
1 /2 Page	3395	3195	3125	
1 /3 Page	2770	2625	2545	
1 /4 Page	2085	1960	1920	

COLOUR EXTRA

Standard Colour From Process – Per colour, per ad, Extra ... \$800
Matched colour – Per colour, per ad, Extra ... \$845
4 – colour process (full colour), per ad, Extra ... \$1,495

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FOR U.S. ADVERTISING RATES CONTACT PUBLISHER 416-764-1503

Classified Advertising Rates

- a) Business Card (3-1/4" x 2") \$675 flat rate
- b) Appointment Notice (2-1/4" x 4-7/8") \$1,385 flat rate

1. Payment must accompany all classified advertising.
2. No discount or agency commission on classified advertising.

Inserts

Contact Publisher for rates and mechanical specs.

FOR MORE INFORMATION ABOUT ADVERTISING ONLINE VISIT OUR WEBSITE

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