

National Rate Card 2010

Advertising Information

Advertising Contact: Stuart Teather
tel. (905) 833-6200 Ext. 23 fax. (905) 833-2116
email: steather@canadads.com

Circulation: 28, 500

Issuance: Issued by the 1st of each month (except August)

Advertising Deadlines: All advertising material is due on or before the dates listed below.

issue	ad deadline	issue mails
JANUARY	Nov. 15	Dec. 20
FEBRUARY	Dec. 15	Jan. 20
MARCH	Jan. 15	Feb. 20
APRIL	Feb. 15	Mar. 20
MAY	Mar. 15	Apr. 20
JUNE	Apr. 15	May 20
JULY/AUGUST	May 15	June 20
SEPTEMBER	July 15	Aug 20
OCTOBER	Aug. 15	Sep. 20
NOVEMBER	Sep. 15	Oct. 20
DECEMBER	Oct. 15	Nov. 20

File Requirements

- Only digital files will be accepted
- Please send either a pdf, jpg or eps file. Microsoft Word files cannot be accepted. For information on how to create a pdf file please visit: www.adobe.com/education/pdf/etd/etd_lesson2.pdf
- Do not send fonts or image links. All supplied ads must be sent with all fonts and images embedded.
- all ads must be HIGH RESOLUTION, 300 dpi at full size
- all ads must have a CMYK or Grayscale colour profile (not RGB)
- ads must be supplied at full size, using the correct measurements

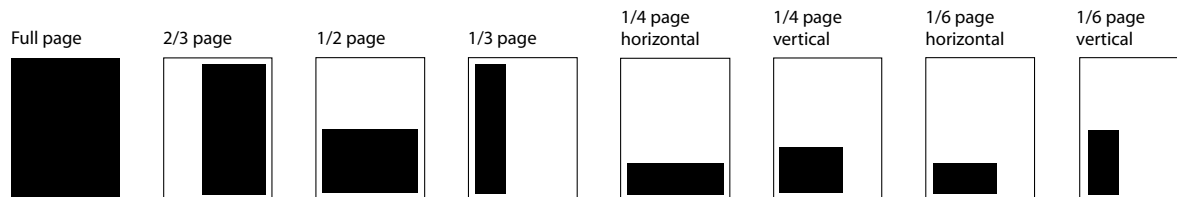
Advertising Material

15% discount for correctly supplied ad material.

Feature Ad Rates

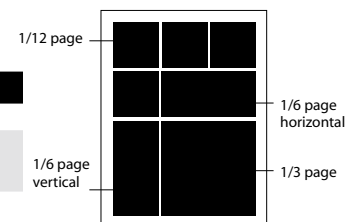
size	location	b&w	colour	mechanicals
Covers	outside back cover	N/A	\$4085	full bleed - 8" w x 10.5" h + 1/4" bleed
	inside front cover	\$3085	\$3585	
	inside back cover	\$3085	\$3585	
Full page	inside	\$2585	\$3085	non-bleed - 7.5" w x 10" h
2/3 page		\$1825	\$2205	4.65" w x 9.5" h
1/2 page		\$1395	\$1695	7.05" w x 4.68" h
1/3 page		\$960	\$1175	2.25" w x 9.5" h
1/4 page		\$745	\$930	horizontal - 7.05" w x 2.25" h
				vertical - 4.65" w x 3.35" h
1/6 page		\$530	\$680	horizontal - 4.65" w x 2.25" h
				vertical - 2.25" w x 4.68" h

POSITION REQUEST +15%



Marketplace Ad Rates

size	location	b&w	colour	mechanicals
1/3 page	Marketplace	\$785	\$865	4.65" w x 4.65" h
1/6 page	Marketplace	\$375	\$455	horizontal - 4.65" w x 2.25" h
				vertical - 2.25" w x 4.68" h
1/12 page	Marketplace	\$185	\$230	2.25" w x 2.25" h



Website Advertising www.presbyterianrecord.ca

location	details	price	mechanicals
ABOVE THE FOLD	Top Banner	above the nav menu, middle and right columns	\$250/month 609px w x 78px h
	Left Column Banner	below the search box, left column	\$250/month 289px w x 178px h
BELOW THE FOLD	Left Column Banner	2nd scroll down, above categories listing	\$150/month 289px w x 73px h
FOOTER BANNER	Left Column Banner	bottom of page, left, middle and right columns	\$100/month 929px w x 98px h

REQUIREMENTS: JPG, TIF, PNG, GIF, AI, PSD, PDF ACCEPTED. Visit www.presbyterianrecord.com for more details.

Frequency Discounts 3x = 5% 6x = 10% 11x (full year) = 15%

All advertising is subject to approval of the publisher. The advertiser and advertising agency assume full and complete responsibility and liability for advertising content. The liability of the Presbyterian Record for any error or omission for which it may be held responsible will not exceed the cost of the space occupied by the error. Advertising copy which, in the opinion of the publisher, resembles editorial material may be marked 'Advertisement'. Acceptance of advertising by the Presbyterian Record is not considered an endorsement.