

# Fall/Winter 2011 Advertising Rates



## Prime Placement & Cover Positions

<b>Full Page Back Cover</b>	
1 X 1600	11 X 1250
<b>Full Page Inside Front Cover Left or Right Placement</b>	
1 X 1500	11 X 1150
<b>1/2 Page Inside Front Cover Left or Right Placement</b>	
1 X 750	11 X 550
<b>1/4 Page Inside Front Cover Left or Right Placement</b>	
1 x 475	11 X 350

## Inside Positions Full Colour

<b>Full Page</b>		Inside Positions Black & White	
1 X 800	11 X 600	11 x 400	1 X 500
<b>1/2 Page Vertical or Horizontal</b>			
1 X 600	11 X 375	11 X 250	1 X 400
<b>1/4 Page Horizontal Banner</b>			
1 X 375	11 X 225	11 X 150	1 X 275
<b>1/4 Page Vertical Column Ad</b>			
1 X 375	11 X 225	11 X 150	1 X 275
<b>1/4 Page Rectangle / Mini Poster</b>			
1 X 375	11 X 225	11 X 150	1 X 275
<b>1/5 Page Feature Square</b>			
1 X 300	11 X 175	11 X 125	1 X 225
<b>1/6 Page Events Calendar or Rectangle</b>			
1 X 225	11 X 150	11 X 100	1 X 175
<b>1/8 Page Business Card</b>			
1 X 140	11 X 85	11 X 60	1 X 110
<b>Feature Listings (includes image and key business message )</b>			
1 X 125	11 X 75	11 X 50	1 X 85
<b>Community Banner</b>			
1 X 150	11 X 80	11 X 55	1 X 100
<b>Mini Banner or Directory Listing</b>			
1 X 50	11 X 35	11 X 25	1 X 40

## Payment Options and Bonus Incentives

Advertisers will be billed monthly for each ad placement in an 11 issue term. Post dated cheques, Paypal and monthly pre authorized credit card payments are acceptable for payment. Businesses interested in extra savings can pay their advertising in full for an additional 10% off and a bonus ad size upgrade for 1 issue. Annual term contracts can be broken or cancelled at any time with 30 days advance notice. If less than 6 issues have been used in contract term, ad rate will be pro rated to 1 x cost and customer will be billed or refunded for the difference.