

### INSIDE PAGES

#### Placement Charges (per monthly issue)

	SEP-JUN	JULY-AUG
1/16 page	\$78.00	98.00
1/8	148.00	188.00
3/16	212.00	276.00
1/4	264.00	344.00
3/8	370.00	480.00
1/2	478.00	620.00
3/4	662.00	860.00
full	830.00	1079.00

### COVER PAGES

#### Front Cover

Horizontal strip at bottom of page 1.75" (H) x 6" (W)  
\$675 per month, full colour included (\$875 in July/Aug).

Back Cover	SEP-JUN	JULY-AUG
1/8 page	196.00	275.00
3/16	274.00	384.00
1/4	354.00	496.00
3/8	490.00	686.00
1/2	635.00	890.00

Inside Fold	SEP-JUN	JULY-AUG
1/8	188.00	244.00
3/16	262.00	340.00
1/4	344.00	448.00
3/8	480.00	624.00
1/2	620.00	806.00
full	1079.00	1402.00

All rates are for "finished" artwork.

Additional charges apply for initial set-up (typesetting, scanning, etc.)

Definitions of "finished" artwork:

1. *Compatible* digital files — .eps, .tif, .jpg, .pdf
2. Microsoft Word or Wordperfect files are not acceptable.

#### Colour Charge

Full Process Colour - \$325 full page/\$190 partial page

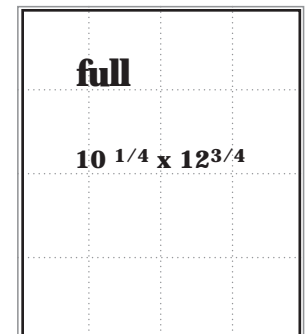
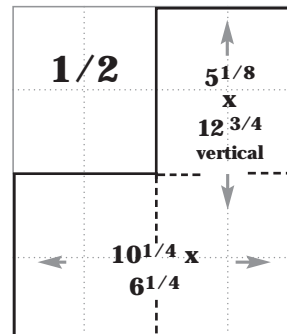
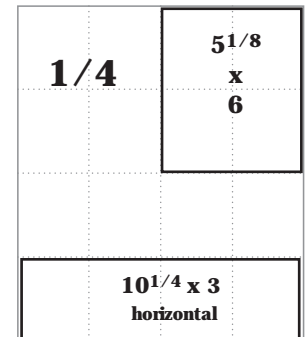
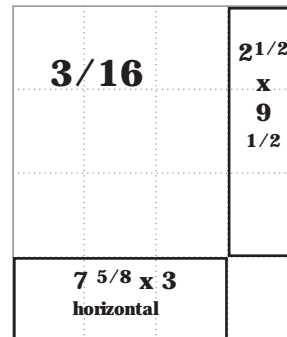
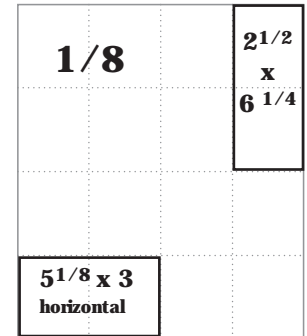
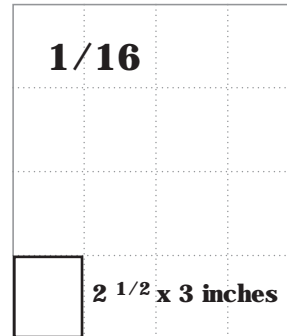
#### Set-up Charges

Ad make-up – \$60 per hour

Updates no charge

#### Frequency Rates

- 6 months insertion: 90% of rate
- 9 months insertion: 85% of rate
- 12 months insertion: 80% of rate



**DEADLINE** 15th of month prior to publication

**Questions?**

Please call Peter Richards,  
Publisher and Managing Editor

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These advertising rates are effective January 1, 2008  
and replace any earlier published rates.