

Advertising Rates

Rate Card No. 3 Effective October 2007

FOUR-COLOUR	1-2 TIMES	3-5 TIMES	6 TIMES
1 page	\$3,780	\$3,405	\$3,030
DPS	\$6,890	\$6,210	\$5,515
2/3 page	\$3,110	\$2,810	\$2,495
1/2 page	\$2,650	\$2,385	\$2,125
1/3 page	\$1,700	\$1,535	\$1,365
1/6 page	\$835	\$760	\$675

PREMIUM POSITIONS (FOUR COLOUR PROCESS)

OBC	\$4,545	\$4,090	\$3,635
IFC, IBC	\$4,355	\$3,920	\$3,495

BLACK ONLY

Subtract 10% off all display rates.

MATCHED PMS COLOURS

Add \$550 per colour.

BLEED PAGES

Accepted for full pages or DPS only. No extra charge.

CONTRACT ADVERTISERS

90 day protection for contract advertisers after new rates come into effect. Commission and Cash Discounts: Agency commission 15% allowed to recognized agencies only. Cash discounts 2%, 10 days from date of invoice.

INSERTS & OUTSERTS

2-pg insert	\$3,500	\$3,150	\$2,810
4-pg insert	\$4,385	\$3,950	\$3,515
8-pg insert	\$6,130	\$5,515	\$4,910
BRC	\$1,575	\$1,425	\$1,275

7,800 pieces required (national).

Please ask for mechanical specifications.

Position 40% extra when available.

Regional rates available.

RESOURCE DIRECTORY

	1-2 times	3-5 times	6 times
1" x 1 col.	\$285	\$265	\$245
2" x 1 col.	\$445	\$395	\$320
4" x 1 col.	\$660	\$580	\$475

Per 4-colour process: included

Independent photographers and illustrators: 10% discount

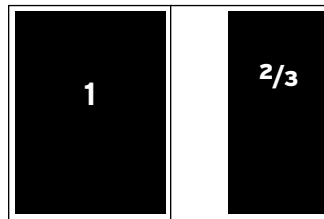
SPECIFICATIONS

Printed offset, sheet fed, coated stock, saddle-stitched, 150 line screen
 Bleed size: 8 1/2" wide x 11 1/4" deep
 Trim size: 8 1/4" wide x 11" deep
 Type safety area: 7 1/4" wide x 10" deep
 Column width: 2 1/4" (13 picas)
 Number of columns: 3

MATERIAL ACCEPTED

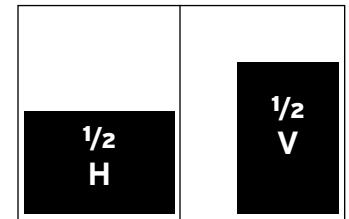
Digital: QuarkXPress file, supply all fonts and images used.

Call us for discount package rates for reaching the design, printing and publishing markets



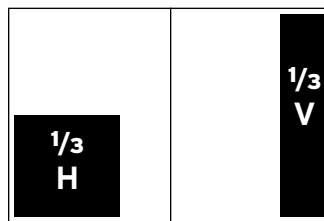
1 page

2/3 page

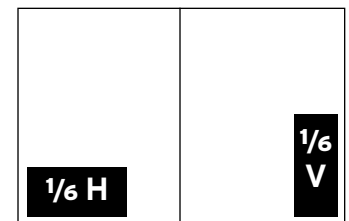


horizontal 1/2 page

vertical



horizontal 1/3 page vertical



horizontal 1/6 page vertical

A colour proof must be provided.

Additional charges made for final art, modification of existing art, photography, special typesetting and conversion to acceptable digital format.

	WIDE	DEEP		WIDE	DEEP
1 page (trim)	8 1/4"	11"	1/3 page (H)	4 5/8"	5"
2/3 page	4 5/8"	10"	1/3 page (V)	2 1/4"	10"
1/2 page (H)	7 1/4"	5"	1/6 page (H)	4 5/8"	2 1/2"
1/2 page (V)	4 5/8"	7 1/2"	1/6 page (V)	2 1/4"	5"

National Circulation 7,500

DESIGNEDGE CANADA
 GRAPHIC DESIGN NEWS & TRENDS

Your contacts at Design Edge Canada

ADVERTISING



Doug Bennet
 PUBLISHER
 905-625-7070, ext. 233
 dbennet@designedgecanada.com



Kim Carmichael
 ACCOUNT MANAGER
 905-625-7070, ext. 252
 kcarmichael@designedgecanada.com

EDITOR

Ann Meredith Brown
 abrown@designedgecanada.com

ART DIRECTOR

Michael Hewis
 mhewis@designedgecanada.com

CIRCULATION MANAGER

Deadra Fletcher
 circulation@designedgecanada.com