

Specifications & Advertising Rate Schedule For 2008 Ecotourism Magazine Canada

Fall 2008 Rate Schedule (in \$CDN)
All rates include full colour (process colour)

Size	1X Rate	2X Rate	4X Rate
Full Page	2472	2355	2237
2/3	1947	1829	1711
1/2	1504	1416	1328
1/3	1162	1092	1015
1/4	938	850	779
1/8	584	526	466
Double-Page	4071	3771	3599
Back Cover	3157	3039	2921

Inside Front/back Cover Page	2944	2806	2709
Opposite Contents Page	2590	2709	2591

Issue Schedule/Closing Dates:

Summer IssueMay 26th
Fall IssueAugust 11th
Winter Issue..... January 15th

Mechanical Specifications Ad Size Width Depth

Full page (image size) 7" 9 3/4" 1/3 Horizontal 7" 3 1/8" 2/3 Pg Horizontal 7" 6 3/8" 1/3 Vertical 2 1/4" 9 3/4" 2/3 Pg Vertical 4 5/8" 9 3/4" 1/4 Horizontal 7" 2 3/8" 1/2 Horizontal 7" 4 3/4" 1/4 Vertical 3 3/8" 4 3/4" 1/2 Vertical 3 3/8" 9 3/4" 1/6 Size 3 3/8" 3 1/8" 1/2 Pg island/junior 4 5/8" 6 3/8" 1/8 Size (business card) 3 3/8" 2 3/8"
Page Trim Size- 8 1/2" X 11" Full-page bleed image size- 8 3/4" X 11 1/4" Spread with bleed-17 1/4" X 11 1/4" .

***Special Full Coverage in Canada) - on 6X contracts earns a 20% rate reduction.** All rates include full color, due to the latest digital production print process employed by Ecotourism Magazine Canada Publications. **Position:** All non-premium guaranteed positions are available at a 10% additional cost. **Bleed:** Full-page ads are available with bleed at no additional cost. Half-Page Island ads are available for an additional \$150 (Note - no other paid advertising will appear on same page). **Agency:** All rates are commissionable to recognized ad agencies. **Terms:** Payment is due within 30 days from receipt of invoice. **Overdue Accounts:** A 1.5% per month interest fee is charged on overdue accounts over 30 days. **Cancellations:** If received in writing 10 days prior to closing date, cancellations will be honored; however these will be subject to frequency short-rate. **Ad Material:** Advertisers are responsible for providing all finished ad material in print-ready PDF. For further information on ad material specifications or delivery, please contact Vern Telford at 705-794-9894, or by Email at: ecotourism-magazine@bell.blackberry.net