

## ADVERTISING RATES

effective January 1, 2011

<b>Where</b> 28,000 per issue	<b>Insertions</b>	<b>full pg</b>	<b>2/3 pg</b>	<b>1/2 isle</b>	<b>1/2 pg</b>	<b>1/3 pg</b>	<b>1/6 pg</b>	<b>1/12 pg (b&amp;w)</b>
	1 time	\$2,900	\$2,380	\$2,130	\$2,075	\$1,400	\$895	\$440
	3 times	2,460	2,030	1,800	1,750	1,220	765	370
	6 times	2,155	1,800	1,590	1,525	1,050	675	330
<b>Ciao!</b> 45,000 per issue		<b>full pg</b>	<b>2/3 pg</b>	<b>n/a</b>	<b>1/2 pg</b>	<b>1/3 pg</b>	<b>1/6 pg</b>	<b>n/a</b>
	1 time	\$2,460	\$1,970		\$1,595	\$1,155	\$735	
	2 times	2,300	1,825		1,475	1,065	680	
	3 times	2,140	1,685		1,355	980	615	
	4 times	1,970	1,530		1,230	890	560	
<b>Ciao!</b> Special Editions 90,000 per issue		<b>full pg</b>	<b>2/3 pg</b>	<b>n/a</b>	<b>1/2 pg</b>	<b>1/3 pg</b>	<b>1/6 pg</b>	<b>n/a</b>
	1 time	\$3,690	\$2,955		\$2,395	\$1,735	\$1,105	
	2 times	3,325	2,660		2,155	1,560	995	
<b>Wedding Guide</b> 3,000 annually	1 time	<b>full pg</b> \$2,100						
<b>Taste</b> 65,000 annually	1 time	<b>full pg</b> \$2,540				<b>1/3 pg</b> \$1,140	<b>1/6 pg</b> \$780	

## DISCOUNT POLICY

This is a net non-commissionable rate card. Agency commission discounts not applicable

### DISCOUNTS FOR WHERE ADVERTISERS

- With a 3 time or greater contract take 10% off Ciao! rates
- With a 3 time or greater contract take 10% off Taste rates

### DISCOUNTS FOR CIAO! ADVERTISERS

- With a 4 time contract take 10% off Taste rates (can be combined with WHERE discount)
- With a 2 time or greater contract in Ciao! add 50% to Ciao! rate for Ciao! Special Edition rates

### DISCOUNT PAYMENT PLANS

- With a 6 time contract in WHERE or a 4 time or greater contract in Ciao! take 10% off for advance autodebit payment or take 5% for advance credit card payment
- All other publications and frequencies take 5% off for advance credit card payment or take 5% off for advance autodebit payment

### PREMIUMS

- COVER POSITIONS: inside covers add 10%, outside back cover add 25%
- SPECIAL POSITIONS: guaranteed position add 10%
- TAXES: add 5% GST

## PUBLICATION SCHEDULE

January 2011 - January 2012

Publication 2011	Booking Deadline	Camera Ready Art Deadline	Prepay Date	Distribution Date
<b>Ciao!</b> Feb/Mar	3-Jan	3-Jan	31-Jan	30-Jan
<b>WHERE</b> Mar/Apr	2-Feb	8-Feb	1-Feb	28-Feb
<b>Ciao!</b> Apr/May	2-Mar	8-Mar	1-Apr	30-Mar
<b>TASTE</b> 2011-12	26-Feb	2-Mar	15-Mar	17-Mar
<b>WHERE</b> May/June	6-Apr	12-Apr	30-Apr	2-May
<b>Ciao!</b> Jun/Jul	4-May	9-May	31-May	1-Jun
<b>WHERE</b> Jul/Aug	3-Jun	15-Jun	30-June	1-Jul
<b>Ciao!</b> Aug/Sep	6-Jul	11-Jul	1-Aug	3-Aug
<b>WHERE</b> Sep/Oct	8-Aug	12-Aug	1-Sep	1-Sep
<b>Ciao!</b> Oct/Nov	5-Sep	12-Sep	30-Sep	5-Oct
<b>WHERE</b> Nov/Dec	6-Oct	12-Oct	31-Oct	31-Oct
<b>Ciao!</b> Dec/Jan	2-Nov	7-Nov	30-Nov	30-Nov
<b>WHERE</b> Jan/Feb 2012	5-Dec	9-Dec	30-Dec	30-Dec

## AD SIZE & PRODUCTION SPECIFICATIONS

Please make document size exactly the same as ad size (add .125" bleed and crop marks ONLY on full page ads)

	WHERE		CIAO!, TASTE	
	Width"	Height"	Width"	Height"
<b>Full Page</b> [with .125" bleed]	8.375	11.125	6.25	9.25
<b>Full Page</b> [trim size]	8.125	10.875	6.	9.
<b>2/3 Page</b>	4.6875	10.	3.625	8.125
<b>1/2 Page</b> [horizontal]	7.125	4.875	5.5	4.
<b>1/2 Page</b> [island]	4.6875	7.375	N/A	N/A
<b>1/3 Page</b> [square]	4.6875	4.875	3.625	4.
<b>1/3 Page</b> [vertical]	2.25	10.	1.75	8.125
<b>1/6 Page</b>	2.25	4.875	1.75	4.
<b>1/12 Page</b>	2.25	2.3125	N/A	N/A

**CIAO! WEDDING Full Page** [with .125" bleed] 6.625" x 9.25"

### PREFERRED MATERIAL SPECIFICATIONS

- Please submit press-ready PDFs
- Email if smaller than 9MB, if larger than 9MB files can be placed on our FTP site or couriered on disk to: 400-112 Market Ave.

**FTP ACCESS** Call 943-4439

### ACCEPTABLE FORMATS FOR CAMERA READY ADS

- Adobe InDesign CS2 with linked files/fonts
- Adobe Illustrator CS2 or below with linked files, type converted to curves
- Adobe Acrobat PDF press-ready
- Quark 4.11 or below with linked files/fonts
- No Word, Corel or other Microsoft files accepted
- Photos must have minimum resolution of 300 dpi and must be CMYK. No RGB files
- All document colours must be CMYK. No RGB or spot colour