

ADVERTISING RATES

effective March 1, 2013

Where 28,000 per issue	Insertions	full pg	2/3 pg	1/2 isle	1/2 pg	1/3 pg	1/6 pg	1/12 pg (b&w)
	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
Ciao! 45,000 per issue		full pg	2/3 pg	n/a	1/2 pg	1/3 pg	1/6 pg	n/a
	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	
Ciao! Special Editions 90,000 per issue		full pg	2/3 pg	n/a	1/2 pg	1/3 pg	1/6 pg	n/a
	1 time	\$3,690	\$2,955		\$2,395	\$1,735	\$1,105	
	2 times	3,325	2,660		2,155	1,560	995	
Taste 65,000 annually		full pg				1/3 pg	1/6 pg	
	1 time	\$2,540				\$1,140	\$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 5% off Ciao! rates
- With a 3 time or greater contract take 5% off Taste rates

DISCOUNTS FOR CIAO! ADVERTISERS

- With a 4 time contract take 5% 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 2014 - January 2015

Publication 2014	Booking Deadline	Camera Ready Art Deadline	Prepay Date	Distribution Date
Ciao! Feb/Mar	3-Jan	6-Jan	31-Jan	23-Jan
WHERE Mar/Apr	6-Feb	10-Feb	28-Feb	28-Feb
TASTE 2014-15	1-Mar	3-Mar	13-Mar	21-Mar
Ciao! Apr/May	5-Mar	10-Mar	1-Apr	26-Mar
WHERE May/Jun	8-Apr	10-Apr	30-Apr	30-Apr
Ciao! Jun/Jul	9-May	12-May	2-Jun	28-May
WHERE Jul/Aug	5-Jun	9-Jun	30-Jun	27-Jun
Ciao! Aug/Sep	4-Jul	7-Jul	1-Aug	23-Jul
WHERE Sep/Oct	8-Aug	11-Aug	29-Aug	29-Aug
Ciao! Oct/Nov	5-Sep	8-Sep	1-Oct	24-Sep
WHERE Nov/Dec	7-Oct	10-Oct	31-Oct	31-Oct
Ciao! Dec/Jan	5-Nov	10-Nov	1-Dec	26-Nov
WHERE Jan/Feb 2015	4-Dec	9-Dec	30-Dec	31-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"
Full Page [with .125" bleed]	8.375	11.125	6.25	9.25
Full Page [trim size]	8.125	10.875	6.	9.
2/3 Page	4.6875	10.	3.625	8.125
1/2 Page [horizontal]	7.125	4.875	5.5	4.
1/2 Page [island]	4.6875	7.375	N/A	N/A
1/3 Page [square]	4.6875	4.875	3.625	4.
1/3 Page [vertical]	2.25	10.	1.75	8.125
1/6 Page	2.25	4.875	1.75	4.
1/12 Page	2.25	2.3125	N/A	N/A

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