

2010 Print Combined Rate Card

MARKETING

MARKETING **QC** MC

LA COMMUNICATION SOUS TOUTES SES FORMES

Four Colour ads (2) in each of Marketing and Marketing QC

SIZE	1X	2X	5X	9X
DPS	\$16,995	\$16,025	\$15,310	\$14,690
Page	8,765	8,285	7,695	7,570
DPS Half Page island/ Mini Page	13,500	12,800	12,200	11,150
Half Page island/ Mini Page	6,825	6,475	6,220	5,665
1/2 Page	5,860	5,620	5,340	5,100
1/3 Page	4,815	4,565	4,405	4,220
1/4 Page	3,850	3,365	3,545	3,425

Colour

1 Standard Colour	700
4 Colour Process	1,800

All rates are net

Polybag

1-4 Side(s)	4,680
5-8 Sides	4,900
9+ Sides	6,035
Sample Magazine*	12,000

*Additional postage charges of up to \$5,000 will apply.
Can be mailed separately with letter from the Editor

Special Treatments

- 1/2 Page Vertical Split Cover (inside flap)
- Z Fold
- French Gatefold
- Inside Front Cover Gatefold
- Inside Back Cover Gatefold
- 8 Page Double Gatefold
- Right Hand Gatefold
- Left Hand Gatefold
- Belly Band Horizontal Wrap
- Inside Tip On
- Bind in Insert
- Checkerboard
- Special Cover Treatments

Ad Sizes*

SIZE	LIVE (W X H)	TRIM (W X H)	BLEED (W X H)
Double Page Spread (DPS)	17.50" x 11.50"	18" x 11.625"	18.50" x 12.125"
Full Page	8.50" x 11.125"	9" x 11.625"	9.50" x 12.125"
Mini Page	5.375" x 7.625"	5.75" x 8"	6" x 8.25"
Half Page Horizontal DPS	17.50" x 5.375"	18" x 5.625"	18.50" x 5.875"
1/2 Page - Horizontal	8.125" x 5.25"	9" x 5.625"	9.50" x 5.875"
1/2 Page - Vertical	4" x 10.75"	4.375" x 11.625"	4.625" x 12.125"
1/3 Page - Horizontal	8.125" x 3.50"	9" x 3.875"	9.50" x 4.125"
1/3 Page - Vertical	2.625" x 10.75"	3" x 11.625"	3.25" x 12.125"
1/4 Page - Horizontal	8.125" x 2.50"	9" x 2.875"	9.50" x 3.125"
1/4 Page - Vertical	1.875" x 10.75"		
1/4 Page - Square	4" x 5.25"		

*All ad dimensions given width x depth. Non-bleed ads follow Live Specs

Please call your
Sales Manager
for more details.

MATERIAL SUBMISSION OPTIONS:

PDF/X-1a:2001, or a generic PDF created to Rogers Publishing specifications, sent online using Magazines Canada AdDirect at address.sendmyad.com.
Check www.rogersdigitalads.com, or contact Production Manager for details. Rogers Publishing does not accept responsibility for material content, or colour trapping. Production charges apply for material not to spec. or for alterations.

Online Combined 2010 Rate Card

MARKETING

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MARKETING Daily

Marketing Daily is an e-newsletter that shapes the industry stories everyone will be talking about. Delivered to inboxes each business day by 7:30am and every afternoon at 3:30pm. The Daily offers an insightful review of the news, developments and trends shaping the fast-paced world of marketing, advertising and media. And, unlike Media In Canada, the Daily is delivered free-of-charge to industry professionals from coast to coast and around the globe.



MARKETING^{QC} MC Bulletin

LA COMMUNICATION SOUS TOUTES SES FORMES

Marketing QC daily bulletin is a French language industry e-newsletter catering to the Quebec Market place providing up to date news. The Daily is delivered free-of-charge to industry professionals.



Rates & Sizes

ONLINE REAL ESTATE	MARKETING (week/day on both newsletters)		SPECIFICATIONS
Leaderboard	\$4125/wk	\$900/day	728 pixels x 90 pixels, maximum file size 40k
Big Box	3,300/wk	\$715/day	300 pixels x 250 pixels, maximum file size 40k
1/2 Box	\$2,775/wk	\$575/day	300 pixels x 100 pixels, maximum file size 30k
Text Box Ad	\$3,375/wk	\$715/day	plain text, maximum 150 words and logo in EPS or high quality JPG
Button ad	\$875/wk	\$220/day	120 pixels x 90 pixels, maximum file size 20k

All rates are net

*All online material to be supplied to bpgcreative.rci.rogers.com one week prior to posting date. Newsletters support animated GIF, 3x loops.

Late creative: Marketing adheres to the IAB late creative policy where all material must be submitted with a minimum of 3 working days prior to campaign start. Late material will result in missed campaign start with full campaign being charged to advertiser