

2010 RATES AND SCHEDULE



AD UNIT	ENGLISH				FRENCH			
	1X	2X	3X	4X	1X	2X	3X	4X
Double Page Spread	\$8,500	\$7,990	\$7,650	\$7,395	\$3,400	\$3,196	\$3,060	\$2,958
1/2 Double Page Spread	\$5,200	\$4,888	\$4,680	\$4,524	\$2,080	\$1,955	\$1,872	\$1,810
1 Page	\$5,000	\$4,700	\$4,500	\$4,370	\$2,000	\$1,880	\$1,800	\$1,748
1/2 Page	\$3,300	\$3,102	\$2,970	\$2,871	\$1,320	\$1,241	\$1,188	\$1,148
1/3 Page	\$2,500	\$2,350	\$2,250	\$2,175	\$1,000	\$940	\$900	\$870
1/4 Page	\$2,250	\$2,115	\$2,025	\$1,958	\$900	\$846	\$810	\$783
COVERS AND PREMIUM POSITION								
Inside Front	\$6,500	\$6,110	\$5,850	\$5,655	\$2,600	\$2,444	\$2,340	\$2,262
Inside Back	\$6,500	\$6,110	\$5,850	\$5,655	\$2,600	\$2,444	\$2,340	\$2,262
Back Page	\$7,500	\$7,050	\$6,750	\$6,525	\$3,000	\$2,820	\$2,700	\$2,610
Inside Front DPS	\$9,800	\$9,212	\$8,820	\$8,526	\$3,920	\$3,685	\$3,528	\$3,410
Inside Back DPS	\$9,400	\$8,836	\$8,460	\$8,178	\$3,760	\$3,534	\$3,384	\$3,271
OUTSERTS AND BLOW-INS								
Polybag Outsert (4 max)	\$8,000				\$2,600			
Blow-In (2 max)	\$4,450	\$4,183	\$4,005	\$3,872	n/a	n/a	n/a	n/a
Stitch-In	\$6,500	\$6,110	\$5,850	\$5,655	\$2,300	\$2,162	\$1,946	\$1,693
Tip-In	\$11,000	\$10,340	\$9,900	\$9,570				

*ALL RATES ARE NET RATES

ADVERTISING DEADLINES

ISSUES	SPRING	SUMMER	FALL	WINTER
Booking	19-Mar-2010	14-May-2010	16-Jul-2010	22-Oct-2010
Ad Submission	2-Apr-2010	28-May-2010	30-Jul-2010	5-Nov-2010
Blow-in or Outsert	19-Apr-2010	14-Jun-2010	16-Aug-2010	22-Nov-2010
Mail Date	3-May-2010	28-Jun-2010	30-Aug-2010	6-Dec-2010
Distribution	42,000	60,000	60,000	42,000
Polybag		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Mail Drop	Canada	Canada	Canada	Canada & US

BLOW-IN AND OUTSERT SPECIFICATIONS

	MIN SIZE	MAX SIZE	STOCK
Blow-in	3" x 4"	6" x 6"	Min 100lbs
Outsert	3" x 4"	8 3/8" x 10 7/8"	Any Stock

Dates Subject To Change
CDN\$ PRICING