

# 2008 Advertising Rates

<b>National</b>							
<b>Four colour</b>	<b>1x</b>	<b>4x</b>	<b>8x</b>	<b>12x</b>	<b>16x</b>	<b>20x</b>	<b>22x</b>
Page	\$17,650	\$17,125	\$16,605	\$16,105	\$15,625	\$15,160	\$14,705
2/3 page	15,000	14,555	14,115	13,670	13,280	12,885	12,500
1/2 page	11,475	11,130	10,795	10,470	10,155	9,850	9,560
1/3 page	7,060	6,850	6,645	6,445	6,250	6,060	5,880
Banner	8,830	8,560	8,300	8,055	7,815	7,580	7,355
<b>B&amp;W</b>	<b>1x</b>	<b>4x</b>	<b>8x</b>	<b>12x</b>	<b>16x</b>	<b>20x</b>	<b>22x</b>
Page	\$14,120	\$13,700	\$13,280	\$12,880	\$12,505	\$12,130	\$11,770
2/3 page	12,000	11,645	11,295	10,950	10,625	10,310	10,000
1/2 page	9,180	8,905	8,640	8,370	8,130	7,885	7,645
1/3 page	5,650	5,480	5,315	5,150	5,000	4,850	4,710
Banner	7,060	6,850	6,645	6,440	6,250	6,045	5,880
<b>Ontario</b>							
<b>Four colour</b>	<b>1x</b>	<b>4x</b>	<b>8x</b>	<b>12x</b>	<b>16x</b>	<b>20x</b>	<b>22x</b>
Page	\$12,355	\$11,990	\$11,625	\$11,275	\$10,940	\$10,615	\$10,295
2/3 page	10,500	10,190	9,880	9,585	9,300	9,025	8,750
1/2 page	8,030	7,790	7,555	7,330	7,110	6,900	6,690
1/3 page	4,945	4,795	4,650	4,510	4,380	4,245	4,120
Banner	6,180	5,995	5,810	5,635	5,470	5,305	5,150
<b>Premium</b>							
<b>Four colour</b>	<b>1x</b>	<b>4x</b>	<b>8x</b>	<b>12x</b>	<b>16x</b>	<b>20x</b>	<b>22x</b>
OBC	\$22,065	\$21,405	\$20,755	\$20,125	\$19,535	\$18,950	\$18,380
IFC DPS	40,590	39,380	38,190	37,040	35,940	34,870	33,815
IBC	20,295	19,695	19,095	18,520	17,975	17,435	16,915

## Advertising Information

### General information

- Advertiser and advertising agency agree that Rogers Publishing shall be under no liability for its failure for any cause to publish any advertisement.
- Publisher reserves the right to refuse any advertisement for any reason. Advertiser and advertising agency assume liability for all content (including text, representation and illustration) of advertisements printed and also assume responsibility for any claim arising there from against the Publisher.
- Photographs, artwork and other production items made for advertisers are charged to them separately, in addition to space charges.
- Rates subject to change without notice.
- Publisher shall be entitled to payment as herein provided, upon having completed the printing of the advertising and having taken reasonable steps to see that the publication shall be distributed.
- Publisher will not be responsible for reproduction of colour advertisements unless digital proofs are generated from the supplied digital file.

### Commission

- Agency commission: 15% of gross billing allowed on space, standard colour, position and charges for special insert stock, to recognized agencies only. Commission is not allowed on other charges, such as extra mechanical charges, special colours, reprints, etc.
- Terms: Net 30 days.
- Accounts payable at office of publication in Canadian funds, or equivalent funds at the rate of exchange prevailing at time of payment.

### Contract and copy regulations

- Advertisers may earn unit frequency discounts by adding together all individual advertising units within a 12-month contract period. Rates charged as per rate card in effect at the time of each insertion.
- Frequency discounts will not be recognized unless a contract is issued.
- Contracts for covers and special positions and inserts are non-cancelable.
- Preferred and unusual positions: 20% premium over earned rates.

- No cancellations are accepted after closing date for advertising space.
- Any claim rendered by an advertiser or agency against publishing for rebates on charges made under contract, for any reason, must be filed with the company in writing within 60 days following the expiration of the contract.
- In the event that an advertiser's contract is not fulfilled as specified, the advertiser agrees to accept the resulting shortrates back to the best earned space rate applicable within the specified 12-month period.
- Publisher is not bound by any conditions, printed or otherwise, appearing on contracts or copy instructions when such conditions conflict with policies covered by this rate card.
- Verbal agreements are not recognized by the company.

### Inserts

- Rates on request.
- Samples must be provided at least two weeks prior to space closing for approval of handling, sizes and stock selection. Please contact Production Department for detailed specifications.
- The Publisher reserves the right to print on the reverse side of inserts that are printed on one side only.
- Limited positions available per issue.
- Supplied inserts from outside Canada must be imprinted with country of origin. (e.g. "Printed in U.S.")
- Ship with brokerage fees and transportation prepaid to:  
Canadian Business  
c/o Quebecor Printing  
275 Wellington Street East  
Aurora, ON L4G 6J9  
Clearly identify name of publication, issue date and quantity shipped.

### Goods & Service Tax

The Government requires that all published advertising bear a GST of 6% unless purchased by an organization that is zero-rated under the legislation. Our published rates do not include the GST. The 6% will be added to the invoices and clearly identified.

## Advertising Office

**Correspondence, space orders, insertions and contracts, send to:**

Advertising Sales Department  
Canadian Business  
One Mount Pleasant Road,  
8th Floor  
Toronto, Ontario M4Y 2Y5  
Tel: 416.764.1224  
Fax: 416.764.1406  
adsales@canadianbusiness.rogers.com

### Montreal

Lise Millette  
Tel: 514.843.2519

### Western Canada

Karen Marshall  
Tel: 604.739.9975

### Northeast U.S.

Jane Avery  
Tel: 416.764.1432

### Western U.S.

Peter Scott  
Tel: 415.421.7950