

# Advertising Rates for Our Times

## Publication Schedule

January/February

March/April

May/June

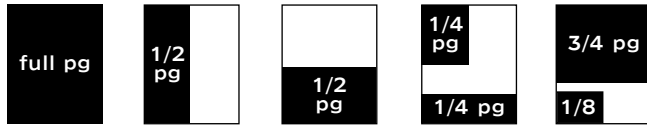
July/August

September/October

November/December

## Confirmation Deadline

Ad space needs to be confirmed at least two months ahead of publication. Please call to confirm date.



## PRICE PER AD PLACEMENTS

	HORIZONTAL	X	VERTICAL	1X	3X	6X
full-page	7 1/8	x	9 1/4	\$ 900	\$ 810	\$ 760
half-page	7 1/8	x	4 1/2	\$ 488	\$ 450	\$ 410
quarter page	3 1/2	x	9 1/4	\$ 270	\$ 244	\$ 204
	3 1/2	x	4 1/2			
business card	7 1/8	x	2 1/8	\$ 144	\$ 128	\$ 120
	3 1/2	x	2 1/8			

COVER POSITION	BACK COVER	INSIDE COVER
full-page	\$ 1,300	\$ 1,000
half-page	\$ 750	\$ 650

Guaranteed position for a nominal surcharge of 15 per cent. GST extra.

Price shown is per issue.

## Technical Specifications

Our Times is printed on recycled paper (60lb offset) inside. The cover is printed on coated stock. We prefer artwork created with Macintosh software (QuarkXP, Illustrator or Photoshop). All fonts and graphics used must be supplied. For Illustrator documents, convert all fonts to outline. High resolution PDFs can also be used (300 dpi+). If sending a colour ad, all colours must be converted to CMYK. A pdf proof **must** be provided. Art should be stored a CD or e-mailed to nomaddes@web.ca. PC-created art is also acceptable but all elements must be supplied as above and emailed to prepress@thistleprinting.com.

## Design

Our art department can design your ad for you. Design charges are \$60 per hour with a minimum charge of \$40 for changes to an existing ad.

## Colour

Colour costs extra. The two-colour (black plus one colour) charge is \$308. Three colours cost \$616. Four colours \$924.

## Inserts

We accept a wide variety of inserts including pre-printed, stitched in, blown in and folded. Ad inserts cost the same as a full-page ad. Bindery and mailing house charges included.

## Terms of Payment

Advance payment for all new clients. Existing accounts are billed on publication. A discount of 10 per cent is given to advertising agencies. GST is applied to all charges.

## Contact

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