

# CANOLA DIGEST Media Rates – 2010/11

**RATES** for September 2010 through March 2011 issues.

<b>SEPTEMBER 2010 ISSUE</b> Focus – What's New in Seed and Storage <i>Space/Material close:</i> July 30, 2010	<b>NOVEMBER 2010 ISSUE</b> Focus – Markets and Outlook <i>Space/material close:</i> September 27, 2010	<b>JANUARY 2011 ISSUE</b> Focus – Innovation: Farmers Pushing the Envelope <i>Space/material close:</i> November 29, 2010	<b>MARCH 2011 ISSUE</b> Focus – Pests, Weeds and Disease Outlook <i>Space/material close:</i> January 27, 2011
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All rates in Canadian dollars and subject to GST

<b>Full Colour</b>	<b>1X</b>	<b>2X</b>	<b>3X</b>	<b>4X</b>
Double Page Spread . . . . .	\$14,350 . . . . .	\$14,075 . . . . .	\$13,805 . . . . .	\$13,320 . . . . .
Full Page . . . . .	\$7,965 . . . . .	\$7,760 . . . . .	\$7,585 . . . . .	\$7,265 . . . . .
2/3 Page . . . . .	\$6,350 . . . . .	\$6,185 . . . . .	\$6,020 . . . . .	\$5,640 . . . . .
1/2 Page Island . . . . .	\$5,450 . . . . .	\$5,310 . . . . .	\$5,235 . . . . .	\$4,720 . . . . .
1/2 Page Vertical or Horizontal . . . . .	\$5,000 . . . . .	\$4,885 . . . . .	\$4,795 . . . . .	\$4,670 . . . . .
1/3 Page Square or Vertical . . . . .	\$3,980 . . . . .	\$3,855 . . . . .	\$3,815 . . . . .	\$3,415 . . . . .
1/4 Page Vertical . . . . .	\$3,435 . . . . .	\$3,350 . . . . .	\$3,280 . . . . .	\$3,095 . . . . .
1/6 Page Vertical . . . . .	\$2,825 . . . . .	\$2,775 . . . . .	\$2,725 . . . . .	\$2,505 . . . . .
<b>Special Positions</b>				
Centre DPS . . . . .	15% premium			
Inside Front or Inside Back Cover . . . . .	\$8,625 . . . . .	\$8,625 . . . . .	\$8,625 . . . . .	\$8,625 . . . . .
Outside Back Cover . . . . .	\$8,925 . . . . .	\$8,925 . . . . .	\$8,925 . . . . .	\$8,925 . . . . .

Black & white advertising rates available upon request. Insert rates available upon request.

## CONDITIONS

1. Provisions for volume discounts:
  - Advertisements will be booked by a signed contract with WTR Media.
  - If any advertisement in the series is cancelled and not re-booked by the March 2011 issue, the series discount will be revoked.
  - Copy, layout and size may be different for each advertisement.
2. Advertising rates are subject to change without notice. Contracts which specify insertion dates will be honored to completion.
3. Colours supplied will be CMYK colours, not special match or custom colours, unless previous arrangements are made through the Production Manager.
4. Advertiser and Agency agree that the publication and publisher shall be under no liability for failure, for any cause, to insert any advertisement.
5. Advertiser and their Agency agree to assume all liability for advertisement content including illustrations, text, and representation and for any claims arising therefrom made against the publisher.
6. Advertising content – all copy is subject to the approval of the publisher, who reserves the right to reject, discontinue or omit any advertisement or cancel any advertising contract without penalty to either party. No advertorials will be accepted.
7. Invoicing will occur upon printing of the issue and is subject to a 30-day term. Interest of 3% per month will be charged on overdue accounts.
8. Rates printed herein are valid as of May 1, 2010.
9. No cancellations accepted after the closing date.
10. New accounts will be cash with order and/or subject to a credit check.

## BOOKINGS

WTR Media Sales Inc.  
 Brian Samletzki: tel: 780.486.4400, tel: 403.296.1342, toll free: 1-888-296-1987, email: brian@wtrmedia.com  
 Linda Samletzki: tel: 403.296.1349, toll free: 1.888.296.1987, email: linda@wtrmedia.com

Make advertising cheques payable to: *WTR Media Sales Inc.*  
 and mail to Calgary office: 1024 – 17 Avenue S.E., Calgary, Alberta T2G 1J8

# CANOLA DIGEST Mechanicals – 2010/11

**TRIM SIZE:** 8-1/8" x 10-3/4"      **LIVE AREA:** 7" x 10"      **BLEED:** 8-5/8" x 11-1/4"

**SAFETY MARGINS:**

15" x 10" maximum for double page spreads and 7" x 10" maximum for full page ads.

**SAFETY MARGINS MEASURED FROM TRIM SIZE:**

.375" for spreads from gutter, .625" sides and .375" top and bottom; for full page ads .625" sides and .375" top and bottom.

**HALFTONE LINE SCREEN:**

175 lpi

**DOT GAIN:**

10% on SWOP coated

**PRINTING:**

Heat-set web offset

**BINDING:**

saddle-stitched

**PRODUCTION SPECIFICATIONS:**

All supplied art must be in pdf format, with all elements converted to CMYK and a minimum resolution of 300 dpi. We do not accept ads in Microsoft Word format. All files will be reviewed to ensure they meet pre-press standards. Clients will be contacted regarding any modifications required.

**PROOFS:**

All proofs must be made from final electronic art. In the absence of an accurate color proof supplied along with advertising materials, the publisher will not be responsible for unsatisfactory color reproduction.

**FINE LINE WORK AND LETTERING:**

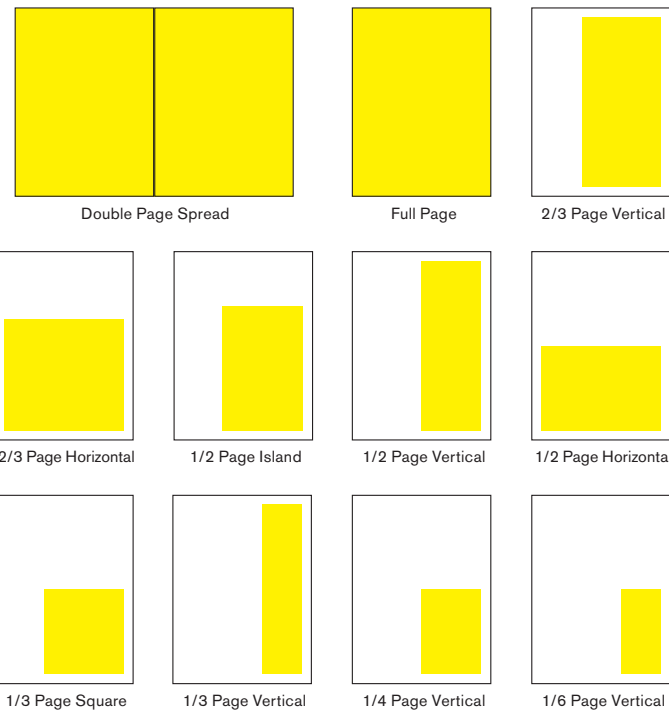
Fine serifs, small lettering and thin line work should be restricted to one color and preferably not smaller than 7 point. The use of small letter (under 7 points) and fine serifs should be avoided.

**INK DENSITY:**

Adjust ink limit in photos and rich blacks so that total coverage does not exceed 280%.

**COMMONLY REQUESTED SIZES:**

	Non-bleed (width x depth)	Bleed ad trim (width x depth)	Bleed (width x depth)	
Double Page Spread . . . . .	15" x 10"	16.25" x 10.75"	. . . . . add 1/4" bleed to all 4 sides	
Full Page . . . . .	7" x 10"	8.125" x 10.75"	. . . . . add 1/4" bleed to all 4 sides	
2/3 Page Vertical . . . . .	4.5" x 10"			
2/3 Page Horizontal . . . . .	7" x 6.5"			
1/2 Page Island . . . . .	4.5" x 7.5"			
1/2 Page Vertical . . . . .	3.375" x 10"			
1/2 Page Horizontal . . . . .	7" x 5"			
1/3 Page Square . . . . .	4.5" x 5"			
1/3 Page Vertical . . . . .	2.125" x 10"			
1/4 Page Vertical . . . . .	3.375" x 5"			
1/6 Page Vertical . . . . .	2.125" x 5"			



**SEND MATERIALS TO:**

**Email:** production@wtrmedia.com

**FTP:** host: 174.0.65.76  
 user: wtr  
 pswd: adv3rt!sers

**Address:** WTR Media Sales Inc.  
 1024 – 17 Avenue SE  
 Calgary AB T2G 1J8  
 Attn. Production  
 Direct: 403-296-1346 or  
 1-888-296-1987 ext. 3