

CANOLA DIGEST Media Rates – 2011/2012

RATES for September 2011 through March 2012 issues.

SEPTEMBER 2011 ISSUE	NOVEMBER 2011 ISSUE	JANUARY 2012 ISSUE	MARCH 2012 ISSUE
Focus – Seed and Storage	Focus – Marketing and Exports	Focus – Innovation and Research	Focus – Outlook for the Upcoming Year
Space/Material close: August 3, 2011	Space/material close: September 27, 2011	Space/material close: November 29, 2011	Space/material close: January 27, 2012

All rates in Canadian dollars and subject to GST

Full Colour	1X	2X	3X	4X
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

Special Positions

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 2012 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, 2011.
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 – 2011/2012

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 letters (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