

## Advertising Rate Card #2 - Members Only

### Covers (including colour)

	1X	2X	3X	6X
Inside Front Cover	\$ 775	750	725	700
Inside Back Cover	775	750	725	700
Outside Back Cover	795	770	750	725

### Inside Space (black and white)

	1X	2X	3X	6X
Full page	500	495	485	480
Half page	250	245	240	235
Quarter page	150	145	140	135

### Colour (add to black and white rate)

Full page	@ 195.00
Half page	@ 155.00
Quarter page	@ 125.00

### Discounts

Discounts are available on a *prepaid, one year commitment basis for any size ad*. Prepay in full for five ads and you get the sixth free - in effect a 17% discount.

### Cancellations

Must be received in writing prior to copy deadline. Covers are non-cancelable.

### Terms

Accounts billed at time of publication; payment due on receipt of invoice.

### Ad Mechanicals (inches)

### wide X high

Full page	7	X	9 1/2
Full Page Bleed	8.5	X	11
Half page horiz	7	X	4 5/8
Half page vert	3 3/8	X	9 1/2
Quarter page horiz	4 5/8	X	3 3/8
Quarter page vert	3 3/8	X	4 5/8

Trim size - 8 3/8 X 10 7/8

Halftone screen - 133 lines

Column Width - 2 3/16

### Design Production Services

No charge for simple typesetting, logo and/or picture placement. Call for quotes on custom layout and any special design requirements.

### Digital Requirements

Finished layouts in QuarkXPress accompanied by all supporting files; JPEGs, TIFFs, or high resolution PDFs. All scans minimum 300 dpi.

### Film Requirements

Linos or Velox.

Digital layouts are strongly preferred.