

BUILDING BLOCKS MAGAZINE



The Magazine of the Greater Toronto Apartment Association

Advertising Rate Card # 2 - Members Only

Covers (including colour)					Ad Mechanicals (inches)	wide X high
	1X	2X	3X	6X		
Inside Front Cover	\$ 775	750	725	700	Full page	7 X 9 1/2
Inside Back Cover	775	750	725	700	Full Page Bleed	8.5 X 11
Outside Back Cover	795	770	750	725	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
Inside Space (black and white)						
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				Trim size - 8 3/8 X 10 7/8	
Half page	@ 155.00				Column Width - 2 3/16	
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 receive 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.

Design Production Services

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

Digital Requirements

- High Resolution PDF files only.
- For colour, CMYK PDFs with all Pantone colours distilled out.
- All scans minimum 300 dpi.