

4-Colour Advertising Rates

SIZE	1X	3X	6X	9X	12X
FULL	\$6,920	\$6,620	\$6,420	\$6,200	\$6,010
2/3	\$4,790	\$4,620	\$4,480	\$4,350	\$4,260
1/2 ISL	\$4,440	\$4,260	\$4,120	\$4,010	\$3,910
1/2	\$3,810	\$3,630	\$3,540	\$3,430	\$3,360
1/3	\$3,240	\$3,110	\$3,020	\$2,970	\$2,910
1/4	\$2,760	\$2,660	\$2,580	\$2,540	\$2,500
IFC/IBC	\$7,350	\$7,080	\$6,860	\$6,660	\$6,480
OBC	\$7,680	\$7,410	\$7,050	\$6,980	\$6,830
DPS -FULL	\$10,825	\$10,555	\$10,280	\$10,105	\$9,740
DPS - 2/3	\$7,670	\$7,475	\$7,285	\$7,095	\$6,903
DPS - 1/2	\$6,050	\$5,895	\$5,750	\$5,595	\$5,445
DPS - 1/3	\$5,240	\$5,110	\$4,980	\$4,847	\$4,720
DPS - 1/4	\$4,500	\$4,385	\$4,275	\$4,165	\$4,050
Showcase	\$750	\$700	\$650	\$600	\$550
Marketplace	\$350 per issue (B&W only)				

SPECIAL MARKETING OPPORTUNITIES

Inserts • Polybag Onserts • Tip On's • Blow In's • Belly Bands • Cover Wrap • Bookmark • Tab • Reprints • Advertorial Supplements • New Product Launch • Special Cover Treatments • Gatefolds

Display Ad Specs

SIZE	BLEED	TRIM
FULL	0.250"	8 1/8" x 10 7/8"
2/3 H	0.250"	8 1/8" x 7"
2/3 V	0.250"	5 1/4" x 10 7/8"
1/2 ISL	N/A	4 5/8" x 7 1/2"
1/2 H	0.250"	8 1/8" x 5 1/2"
1/2 V	0.250"	4" x 10 7/8"
1/3 H	0.250"	8 1/8" x 3"
1/3 V	0.250"	2 7/8" x 10 7/8"
1/4 H	0.250"	8 1/8" x 3"
1/4 V	N/A	3 3/8" x 4 7/8"
IFC/IBC	0.250"	8 1/8" x 10 7/8"
OBC	0.250"	8 1/8" x 10 7/8"
DPS -FULL	0.250"	16 1/4" x 10 7/8"
DPS - 2/3	0.250"	16 1/4" x 7"
DPS - 1/2	0.250"	16 1/4" x 5 1/2"
DPS - 1/3	0.250"	16 1/4" x 3 1/2"
DPS - 1/4	0.250"	16 1/4" x 2 1/2"
Showcase	N/A	1 3/4" x 4 3/4"
Marketplace	N/A	3.45" x 1.85"

Material submission options:

PDF /X-1a:2001, or a generic PDF created to Kostuch Media Ltd. specifications, sent online using YOU SEND IT at <http://dropbox.yousendit.com/KostuchMediaLtd> For further information contact Derek Rae, Production Manager, (416) 447-0888 ext. 274 or e-mail drae@kostuchmedia.com Kostuch Media Ltd. does not accept responsibility for material content, or colour trapping issues. Production charges apply for material not to spec or for alterations.

*Rates are listed in Canadian Funds and are subject to change without notice.