

Small Farm CANADA



Display Advertising Rates

rate card no. 9. Effective October 2011. All rates are for four colour ads.

Creative	1X rate	3X rate	6X rate
Full Page	\$2,790	\$2,680	\$2,575
2/3 page	\$1,940	\$1,870	\$1,760
½ page	\$1,465	\$1,395	\$1,320
1/3 page	\$1,015	\$950	\$905
¼ page	\$750	\$715	\$685
1/6 page	\$510	\$485	\$465
DPS	\$4,750	\$4,537	\$4,350
½ DPS	\$2,930	\$2,790	\$2,640
Cover Positions			
IFC Spread	\$6,090	\$5,850	\$5,545
IFC	\$3,300	\$3,170	\$2,970
IBC	\$2,970	\$2,865	\$2,655
OBC	\$3,400	3,265	\$3,060

Issue	Booking Deadline	Material Deadline	Mail Date
Jan/Feb '12 SFC	Nov 18 '11	Nov 25 '11	Dec 22 '11
Mar/Apr '12 SFC	Jan 20 '12	Feb 3 '12	Feb 22 '12
May/June '12 SFC	Mar 23 '12	Mar 30 '12	Apr 24 '12
Jul/Aug '12 SFC	May 22 '12	June 1 '12	Jun 23 '12
Sept/Oct '12 SFC	Jul 20 '12	Jul 27 '12	Aug 22 '12
Nov/Dec '12	Sept 21 '12	Sept 28 '12	Oct 20 '12

Prices are for camera-ready material and do not include tax or production. Add 15% for guaranteed position. Covers are non-cancellable.

Small Farm Canada is published by Southern Tip Publishing, Inc.

Mechanical Information:

Available on request

Special Sections: Advertising rates available for inserts and polybagging.

Commissions: 15% agency commission to recognized advertising agencies if paid within 30 days of date of invoice

GST and HST:

Rates do not include GST/HST.

Overdue Accounts: Invoices are rendered on the publication date of each issue and are due within 30 days of date of invoice. 1.5% per month is charged on overdue accounts.

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