

Display Advertising Rates

Rate Card No. 17. Effective Sept. 2019
All rates are for four colour ads.

Creative	1x rate	3x rate	6x rate
Full page	3090	2980	2885
2/3 page	2160	2080	1990
1/3 page	1130	1050	1010
½ page	1630	1560	1460
1/4 page	830	795	765
1/6 page	570	540	515
DPS	4945	4710	4480
½ DPS	3100	2895	2845
Cover positions			
IFC spread	6310	6080	5760
IFC	3620	3400	3190
IBC	3190	3170	2850
OBC	3660	3510	3280

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

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