








Magazine grafika®

Ad Rates 2009

Sizes		Rates
1 page	 8 7/8" x 11 7/8" + 1/8" bleed	 7 7/8" x 10 7/8"
Double page	 17 3/4" x 11 7/8" + 1/8" bleed	 16 3/4" x 10 7/8"
1/2 page	 7 7/8" x 5 5/16"	
1/3 page	 7 7/8" x 3 1/2"	
1/4 page	 7 7/8" x 2 1/2"	
		\$3,500 \$6,700 \$2,625 \$2,100 \$1,575

Special Rates

Covers

Inside Front Cover

- full page:..... \$4,300
- double page:..... \$7,750

Inside Back Cover:..... \$3,900

Back Cover:..... \$4,500

Volume Discount

- 2 to 4 issues: -5%
- 5 to 8 issues: -10%
- 9 issues and more: -15%

Position Charge:

15% extra

Inserts, Advertorial, Reprints,

Special colors and projects:

Rates on request

Payment

- Upon invoice reception, at the issue date.
- All rates are in Canadian dollars.
- Credit inquiries form to fill for all new clients.
- It is understood that the advertiser and agency are jointly and severally liable for payment of all invoices for advertising published in our magazines.

Ad Material

See technical specifications on page 2.

- Production charges apply for material not to spec., for alterations, and translation.

Advertising

Contact your Sales Representative or Marisa Tozzi, marisa.tozzi@infopresse.com (514) 842-5873 x2225

Cancellation

- No cancellation after the booking deadline.
- For cancellation within 7 days before the booking deadline, cancellation fees apply (50% of total ad amount).

Technical Specifications

Éditions Infopresse magazines are produced using the CTP (computer-to-plate) method.

Printing: Four-color (CMYK) sheet press.

Ruling: 150 lpi

A) Digital File

PDF: PDF/X-1A or Press

- Add 1/8 bleed for the full page size
- Security margin: 0,5 inche

Images should be 300 dpi at 100%, CMYK in EPS or TIFF.
No JPEG. No RGB.

Fonts. Integrated your fonts to your document
(printer and screen fonts).

B) Hard Copy Prints

You must provide a color print. Please submit color prints using Pictro, Epson, Xerox or any other quality color laser output. We recommend that you print your document with PICTRO. We can not guarantee results for any ad submitted without a quality print. Éditions Infopresse will not be liable for errors appearing in the magazine if the customer did not provide a hard copy consistent with the final version of the ad.

C) Quality Control of Color Ads

The quality of the color rendering can not be guaranteed if the prints provided or the digital documents received do not meet our Technical Standards and Specifications. The same goes for black and white prints of digital documents created in color.

D) Forwarding of Advertising Material

Please forward your material on a computer-based document storage device along with your color print and the duly signed this document.

Computer Media:

- CD-Rom or,
- Email:
sebastien.morin@infopresse.com
(always compress your documents they most not exceed 5 Mo)

To:
Sébastien Morin
Advertising material coordinator
Éditions Infopresse
4310, Saint-Laurent Blvd
Montréal, Québec H2W 1Z3
Tel.: (514) 842-5873 extention 2276
Fax: (514) 842-2422
sebastien.morin@infopresse.com

We have a WEBCARGO account, contact Sébastien Morin for further details. Please note that you will need to send us your color prints by mail.

Please include PDF versions with all E-mail transmissions.
We also request that you send us your color prints by mail.

I acknowledge having read the Technical Specifications. I agree with the terms and conditions relative to the shipment of material and understand Éditions Infopresse's limitation of liability.

Terms accepted by (please print name): _____

Signature (required): _____ Tel.: _____

Client : _____ Release : _____ Date: _____

Please sign and fax this page to (514) 842-2422 or you may include it with the material you will be forwarding by mail.