

## 2011-2012 Rate Card

Advertising Rates Per Insertion					<b>Colour Prices:</b> 1-colour spot: \$165 Full colour: \$385 (per insertion)  <b>Inserts:</b> \$75/1000 inserts  <b>Priority Placement:</b> Page 2 or back cover: +15% All other: +20%  <b>Ad Design:</b> 1 hr of complimentary basic design service included.
Ad Size	Single Ad	Special Bulk Rates			
		2-7 Ads	8-13 Ads	14+ Ads	
<b>Full Page</b>	<b>\$840</b>	<b>\$780</b>	<b>\$725</b>	<b>\$695</b>	
<b>1/2 Page</b>	<b>\$420</b>	<b>\$390</b>	<b>\$365</b>	<b>\$350</b>	
<b>1/3 Page</b>	<b>\$280</b>	<b>\$260</b>	<b>\$245</b>	<b>\$235</b>	
<b>1/4 Page</b>	<b>\$255</b>	<b>\$230</b>	<b>\$205</b>	<b>\$180</b>	
<b>1/8 Page</b>	<b>\$140</b>	<b>\$130</b>	<b>\$120</b>	<b>\$110</b>	
<b>Business Card</b>	<b>\$80</b>	<b>\$80</b>	<b>\$55</b>	<b>\$55</b>	
Online Rates	Top Leader Board	Homepage Skyscraper	Inside Page Sidebar		
	TBA/month	TBA/month	TBA/month		

### Ad sizes:

**Full page**  
 10" w x 13" h  
**1/2 Page**  
 Vertical: 5" w x 13" h  
 Horizontal: 10" w x 6.5" h  
**1/3 Page**  
 Vertical: 3.3" w x 13" h  
 Horizontal: 10" w x 4.3" h  
**1/4 Page:**  
 Block: 5" w x 6.5" h  
 Banner: 10" w x 3.25" h  
**1/8 Page:**  
 Block: 5" w x 3.25" h  
 Banner: 10" w x 1.6" h  
**Business Card:**  
 3.25" x 2"

### Paper Specs:

Paper size: Tabloid  
 Page height: 13"  
 Page width: 10"  
 Number of columns: 5  
 Column width: 2"  
 Agate lines/page: 910  
 Circulation: 10,000  
 Readership: 15,000 - 20,000  
 Accepted electronic formats for all ads: Adobe Photoshop or Indesign CS, EPS, PDF, JPG, or TIFF.

### Advertising Representative:

**Deidre Butters**  
 (office) 613-562-5261  
 (cell) 613-600-3337  
 ads@thefulcrum.ca

### Deadlines for Placement

**Booking deadline:**  
**Friday at 5:00 p.m.**  
**Before publication date**

**Ad material deadline:**  
**Monday at 12:00 noon**  
**Before publication date**

## 2011-2012 Publishing Schedule

### Summer Issue: July 28, 2011

#### September

Su	M	Tu	W	Th	F	Sa
28	29	30	31	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	1

#### October

Su	M	Tu	W	Th	F	Sa
25	26	27	28	29	30	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

#### November

Su	M	Tu	W	Th	F	Sa
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	1	2	3

#### December

Su	M	Tu	W	Th	F	Sa
27	28	29	30	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

#### January

Su	M	Tu	W	Th	F	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4

#### February

Su	M	Tu	W	Th	F	Sa
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	1	2	3

#### March

Su	M	Tu	W	Th	F	Sa
26	27	28	29	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

#### April

Su	M	Tu	W	Th	F	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	1	2	3	4	5