

LOCAL Rates

March 2009

BEST BUYS

All rates are net and per insertion	52x	26x	14x	5x	1x
A - Full Page 7 col (10 3/8") x 14"	1435	1538	1641	1743	2050
B - Power Square 6 col (8 13/16") x 9 1/4"	1038	1113	1188	1260	1484
C - Half Page 7 col (10 3/8") x 6 7/8"	947	997	1050	1105	1300
D - Junior Page 4 col (5 13/16") x 11 5/8"	900	943	993	1045	1230
E - Tall Tower 3 col (4 5/16") x 14"	770	825	880	934	1099
F - Mini Page 4 col (5 13/16") x 9 1/4"	738	790	843	897	1054
G - Vertical 3 col (4 5/16") x 9 1/4" or Horizontal 4 col (5 13/16") x 6 7/8"	590	634	676	718	844
H - 7 col (10 3/8") x 3 3/8"	568	598	630	663	780
I - Vertical 2 col (2 13/16") x 11 5/8" or Horizontal 5 col (7 5/16") x 4 1/2"	477	549	587	623	733
J - 3 col (4 5/16") x 6 7/8"	435	503	535	570	670
K - Vertical 2 col (2 13/16") x 9 1/4" or Horizontal 4 col (5 13/16") x 4 1/2"	404	467	499	530	623
L - Vertical 2 col (2 13/16") x 6 7/8" or Horizontal 3 col (4 5/16") x 4 1/2"	334	385	413	438	515
M - Tall Square 2 col (2 13/16") x 4 1/2"	236	272	290	308	362
N - Vertical 1 col (1 5/16") x 6 7/8" or Horizontal 3 col (4 5/16") x 2 1/8" or Square 2 col (2 13/16") x 3 3/8"	173	199	213	225	265
O - Business Card V 1 col (1 5/16") x 4 1/2" H 2 col (2 13/16") x 2 1/8"	125	145	155	160	195
P - Remnant 1 col (1 5/16") x 2 1/8"	55	58	61	64	75

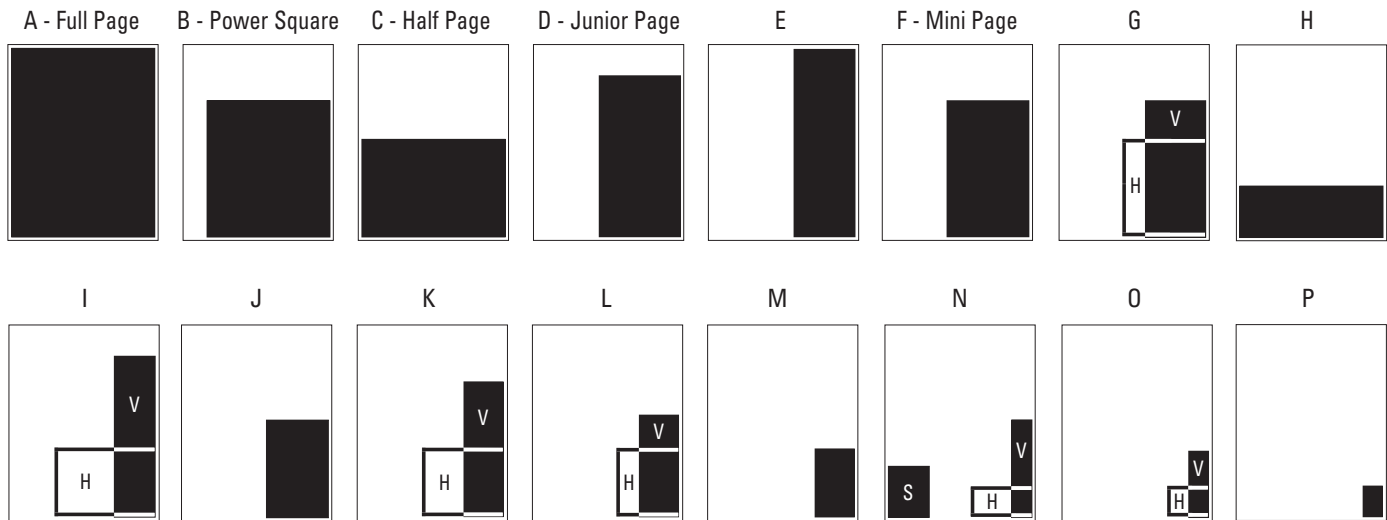
Mechanical Requirements

Unit Widths

1 Column	8p0	1 5/16"	1.333"
2 Columns	17p0	2 13/16"	2.833"
3 Columns	26p0	4 5/16"	4.333"
4 Columns	35p0	5 13/16"	5.833"
5 Columns	44p0	7 5/16"	7.333"
6 Columns	53p0	8 13/16"	8.833"
7 Columns	62p3	10 3/8"	10.333"

Unit Depths

1 Unit	13p3	2 1/8"	2.125"
2 Units	27p5	4 1/2"	4.5"
3 Units	41p7	6 7/8"	6.875"
4 Units	55p9	9 1/4"	9.25"
5 units	69p11	11 5/8"	11.625"
6 Units	84p	14"	14"



Colour

Black + 3 colour

\$455

Position

15% additional charge for position requests.

Deadlines

Space bookings and copy must be received by 4 pm Friday for the following Thursday issue. If a proof is required please have it to us by Wednesday the week prior to publication.

Mechanical Information

10 3/8" wide x 14" deep
7 columns x 196 lines deep
Printed web offset, 1372 lines per page
100 line screen



Terms and Conditions

SPACE RATES

It is understood and agreed that the Rate Card forms a part of this Agreement for a 12-month period unless a new Rate Card is issued by the Publisher. A new Rate Card will be binding upon the Publisher for a 60 day period after notification.

The Publisher may revise its advertising rates with 60 days notice in writing to the Advertiser. The Advertiser may terminate this agreement without adjustment charge, upon written notice 30 days prior to the effective date of revised rates; provided, however, that all other conditions of the Agreement have been fulfilled up to that date. Furthermore, should availability of materials or services be curtailed due to conditions necessitating restricted publication of this magazine in any form, the rate quoted herein and the amount of space ordered is subject to revision by the Publisher at any time during the life of the Agreement without notice.

PUBLISHER ERRORS

The Publisher will not be liable for any error in an advertisement published unless proof of such advertisement is submitted to the Advertiser and returned with such error or correction plainly noted in writing thereon, and in that case, if any error so noted is not corrected by the Publisher its liability shall not exceed the charge for the space actually occupied by the item in which the error is made. The Publisher shall not be liable for non-insertion of any advertisement beyond the amount paid for such advertisement.

All claims of error in ad copy shall be made within 36 hours of proof deadline and if not so made, shall not be valid. No claim will be allowed for more than one incorrect insertion, nor for errors not affecting the value of the advertisement.

DEADLINES

Proofs cannot be guaranteed on copy received after copy deadline. The Publisher will make every effort to provide a proof but where this is not possible, reserves the right to run the ad prepared from rough draft material.

All advertising copy will be subject to the approval of the Publisher who reserves the right in its sole discretion to classify, reject or insert copy furnished.

CANCELLATION

Notwithstanding any other provisions herein, the Advertiser agrees that, if for any reason the Advertiser does not use the total number of display advertisements in respect to which this Agreement is made, then the rate the Advertiser will pay for such advertisements as are used shall be the rate set out in the current Rate Card which would be chargeable for those units if this Agreement had been made in respect to those advertisements only. The Advertiser may terminate this Agreement upon notice in writing to the Publisher 30 days prior to cancellations and payment of the amount in full including short time rate for all space used under this Agreement provided, however, all other conditions of this Agreement are full performed.

It is agreed that full, complete and sole copyright in any advertisement produced by the Publisher pursuant to the terms of this Agreement shall be vested in and shall belong to the Publisher provided, however, that copyright in that part and that part only of any advertisement consisting of illustration, borders, signatures or similar components, which is supplied to the Publisher by the Advertiser in the form of repro proofs for photos, or other similar forms, and incorporated in said advertisement shall remain in and shall belong to the Advertiser.