



## Advertising Rates and Specs 2018–2019

Page	W x H (inches)	W x H (mm)	Rate (CDN \$)
Full page back cover	8.25 x 10.875 (trim)	210 x 276	3250.00
Full page inside cover	8.25 x 10.875 (trim)	210 x 276	2750.00
Full page w/bleed	8.25 x 10.875 (trim)	210 x 276	1550.00
2/3 page horiz	6.9375 x 6.25	176 x 159	950.00
1/2 page horiz	6.9375 x 4.6875	176 x 119	850.00
1/2 page vert	3.375 x 9.5	119 x 241	850.00
1/3 page horiz	6.9375 x 3.125	176 x 79	625.00
1/3 page vert	2.1875 x 9.5	56 x 241	625.00
1/4 page horiz	4.5625 x 3.125	116 x 79	540.00
1/4 page vert	3.375 x 4.6875	86 x 119	540.00
1/6 page horiz	4.5625 x 2.275	116 x 58	390.00
1/6 page vert	2.1875 x 4.6875	56 x 119	390.00
1/8 page horiz	3.375 x 2.275	86 x 58	295.00
1/12 page square	2.1875 x 2.275	56 x 58	210.00
Type page size	6.9375 x 9.5	176 x 241	
Trim page size	8.25 x 10.875	210 x 276	
Bleed page size	8.75 x 11.375	222 x 289	

HST not included in above prices, please add to total. All rates are net and placement ready.

Agencies please contact Ontario Travel Guides for discount rates.

Ads requiring re-sizing, rearranging, typesetting or assembly will be charged at prevailing rates.

Printed web offset lithography, 150 line screen, coated stock.

### For supplied ads:

To avoid production charges, all ad material is to be supplied **size-as, CMYK, in press-ready PDF format, no crop marks**, with **fonts embedded**. (Full page ads with bleeds do show crop marks.)

Your document set-up should be the actual ad size. For full page bleed ads, please keep all type elements to a minimum of 1/2" from the trim. InDesign files should be collected for output with all fonts included, and with all pictures saved in CMYK. Photoshop or Illustrator files—all relevant fonts, logos, TIFF and EPS files (with fonts outlined) should be included. Convert your final working file to press-ready PDF for placement into the magazine. **Please include your company or organization name in the filename.** We accept files by e-mail, on CD, or to upload files larger than 10MB, FTP instructions are available upon request.

