

NATIONAL ADVERTISING RATES 2010 (GROSS)

| Four Colour | 1 time | 3 times | 6 times | 9 times |
|---------------------------|---------|---------|---------|---------|
| Full Page | \$6,425 | \$6,240 | \$6,045 | \$5,860 |
| $\frac{2}{3}$ Page | 4,825 | 4,675 | 4,545 | 4,400 |
| Jr. Page | 4,500 | 4,370 | 4,230 | 4,110 |
| $\frac{1}{2}$ Page | 4,175 | 4,045 | 3,930 | 3,815 |
| $\frac{1}{3}$ Page | 2,905 | 2,820 | 2,730 | 2,635 |
| $\frac{1}{6}$ Page | 1,920 | 1,870 | 1,805 | 1,755 |
| DPS | 12,105 | 11,735 | 11,380 | 11,045 |
| $\frac{1}{2}$ Page Spread | 8,350 | 8,110 | 7,875 | 7,630 |

| Covers | 1 time | 3 times | 6 times | 9 times |
|------------|----------|----------|----------|----------|
| IFC Spread | \$13,910 | \$13,500 | \$13,085 | \$12,700 |
| IFC | 7,385 | 7,175 | 6,950 | 6,740 |
| IBC | 7,065 | 6,855 | 6,670 | 6,465 |
| OBC | 7,385 | 7,175 | 6,950 | 6,740 |

PUBLISHING SCHEDULE 2010

| Issue | Space closing | Material closing | | Mail Date |
|------------|---------------|------------------|------------|-----------|
| | | FULL-PAGE | FRACTIONAL | |
| April | Jan. 14 | Jan. 25 | Jan. 21 | Feb. 11 |
| May | Feb. 19 | Mar. 8 | Mar. 3 | Mar. 25 |
| June | Apr. 9 | Apr. 26 | Apr. 21 | May 13 |
| July/Aug. | May 28 | Jun. 14 | Jun. 11 | July 2 |
| Sept./Oct. | Jul. 22 | Aug. 9 | Aug. 5 | Aug. 26 |
| Winter | Oct. 1 | Oct. 19 | Oct. 14 | Nov. 5 |

Mechanical Information

See back page.

Special Units

Prices and availability of gate-folds, BRCs, inserts, etc. on request.

Agency Commission

15% to recognized advertising agencies if paid within 30 days of date of invoice.

Goods & Services Tax

Rates are in Canadian dollars and do not include Goods and Services Tax. The federal government requires that we collect a 5% Goods and Services Tax on all advertising and services in *explore*.

Service Fee

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.

Special Sections

Advertising rates available on request for our exploration (gear, destinations and education) and Outdoor Directory.

54 St. Patrick Street, Toronto, Ontario M5T 1V1 TEL 416-599-2000 FAX 416-599-0800 EMAIL adsales@explore-mag.com

ADVERTISING PARTNERSHIPS MANAGER

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SALES COORDINATOR

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MECHANICAL INFORMATION

Printing Method: Computer-to-plate/Web offset
Bindery Method: Saddle stitched
Book Trim Size: 8" x 10.875"
Non-Bleed Page: 7" x 10"
Bleed Page: 8.25" x 11.125"
Bleed ½ Page: 8.25" x 5.565"
Non-Bleed DPS: 15" x 10"
Bleed DPS: 16.25" x 11.125"
Safety Margins: Keep .25" safety margin in from trim edge on all live matter. Allow additional .125" gutter safety per page on live matter that crosses the gutter.

STANDARD UNIT SIZES

| (INCHES, WIDTH x HEIGHT) | ad size | trim size for |
|--------------------------|-------------------|----------------|
| | non bleed | bleed ads |
| Full Page..... | 7 x 10..... | 8 x 10.875 |
| ¾ Page..... | 4.5 x 10..... | 5.065 x 10.875 |
| Jr. Page..... | 4.5 x 7.5..... | 5.063 x 8 |
| ½ Page..... | 7 x 4.875..... | 8 x 5.44 |
| ⅓ Page Vertical..... | 2.125 x 10..... | 2.75 x 10.875 |
| ⅓ Page Square..... | 4.5 x 4.875..... | n/a |
| ⅙ Page Vertical..... | 2.125 x 4.75..... | n/a |
| Double-Page Spread..... | 15 x 10..... | 16 x 10.875 |
| ½ Page Spread..... | 15 x 4.875..... | 16 x 5.438 |

Digital Requirements for Advertising Material

explore will not assume any responsibility for advertising reproductions that do not conform to the mechanical specifications listed here. All ads must be supplied digitally.

- We only accept PDF-X1a files (ensure that files are 300 dpi).
- Document built to trim size must include .125" bleed.
- Images should be a minimum resolution of 300 dpi @ 100% size.
- All RGB images must be converted to CMYK.
- All spot colours (pantone) must be converted to CMYK.
- Type should be a minimum of 8 point. Reverse type less than 12 point is not suitable for reproduction. explore is not responsible for reproduction of type in size smaller than those mentioned above.
- Ink density for all four colours must not exceed 280%.
- Supply single pages and not spreads. Single pages should be no more than trim plus bleed.
- Supply ad material via AdDirect ad portal. Must be accompanied by a colour proof (see proofing requirements below) generated from the supplied PDF-X1a file.
- Please be sure to include trim, crop marks and bleed on your proof.
- Advertisers and/or advertising agencies assume full responsibility for all content of advertisements and any claim made against explore because of such content.
- explore reserves the right to refuse any or all copy deemed by explore to be unsuitable.
- All advertising materials will be destroyed by explore if not requested within one year after date last used.

Proof Requirements

- explore will not be responsible for ad reproduction if correct proof is not supplied.
- SWOP certified hardcopy proofs such as EPSON or FUJI are required as a colour accurate guide for reproduction.
- Hardcopy proofs are also required for ads submitted via Ad portal and FTP site.
- Note: Any and all colour proofs are only an approximation of colour reproduction.
- Refer to DMAC standards for further requirements at <http://magazinescanada.ca/dmacs.php>

explore office: 54 St. Patrick Street, Toronto, ON, M5T 1V1,
 Attn: Production Department

AdDirect Upload Information

Visit the AdDirect homepage to take a tour on how to upload your ad using the preflight portal system.
adirect.sendmyad.com



COPY & CONTRACTS

- No cancellations accepted after space closing date.
- Rates quoted are for space only and assume the Advertiser supplies final files meeting Publisher's specifications.
- All contracts, material, and insertion orders are to be sent to explore, 54 St. Patrick Street, Toronto, Ontario M5T 1V1. The Publisher will not accept responsibility for material lost or damaged en route.
- Frequency discounts are based on a contract period of 12 consecutive months commencing with the Advertiser's first insertion. Advertisers who fail to use the space contracted for will be short-rated.
- Earned rates will apply, except when the use of smaller units lowers the total campaign cost below the amount that the larger units reached at their earned rate.
- The acceptance or execution of an order is subject to the Publisher's approval.
- The Publisher will not be bound by any conditions, printed or otherwise, appearing on contracts, orders, or copy instruction that conflict with the Publisher's policies.
- All advertising is published upon the understanding that the Advertiser and the Advertising Agency assume full liability for all electronic advertising submitted, printed, or published.
- The Publisher reserves the right to hold the Advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the Publisher.
- The liability of the Publisher for any error for which it may be held legally responsible will not exceed the cost of the space. The Publisher specifically assumes no liability for errors in the key numbers or type set by the Publisher, nor will the Publisher accept any responsibility for any error caused as a result of bookings or advertising material received not according to specification or after material closing date.
- All advertising insertion orders are subject to the condition that the Publisher shall have no liability for failure to execute accepted advertising orders because of acts of God, governmental restrictions, fires, strikes, accidents, or any other occurrences beyond the Publisher's control (whether like or unlike any of those enumerated herein) which prevent the Publisher from partially or completely producing, publishing, or distributing explore.
- The Publisher will not be responsible for any advertising materials not requested for return within one year of previous usage.
- The Publisher will not guarantee optimum reproduction, nor accept responsibility for error, on any materials submitted later than the scheduled material closing date.
ALL ADVERTISING MATERIAL PRODUCED BY EXPLORE WILL REMAIN THE PROPERTY OF EXPLORE UNTIL PAID FOR, IN FULL, BY THE ADVERTISER.

54 St. Patrick Street, Toronto, Ontario M5T 1V1 TEL 416-599-2000 FAX 416-599-0800

PRODUCTION MANAGER

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