

NATIONAL ADVERTISING RATES & DATES

National Advertising Rate Card No. 28. Effective January 1, 2009

NATIONAL ADVERTISING RATES 2009

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 2009

Issue	Space closing	Material closing	On sale
March/April	Jan. 12	Jan. 22	Feb. 23
May	Feb. 12	Feb. 26	Apr. 6
June	Apr. 2	Apr. 16	May 25
July/August	May 21	June 4	July 13
September/October	July 14	July 29	Sept. 7
Winter	Sept. 24	Oct. 8	Nov. 16

Mechanical Information

See back page.

Special Units

Prices and availability of gatefolds, 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.

ADVERTISING & MARKETING PARTNERSHIPS MANAGER

Jenn Hartley Boyce
 416-599-2000 x 225
 jennifer@explore-mag.com

NATIONAL ACCOUNT MANAGERS

Margot Pengelly
 416-599-2000 x 229
 margotp@explore-mag.com

Kevin Lecour
 416-599-2000 x 223
 klecour@explore-mag.com

Hilary Drennan
 416-599-2000 x 278
 hdrennan@explore-mag.com

MECHANICAL INFORMATION

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
⅔ 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

MATERIAL REQUIREMENTS

Digital file specifications for *explore*

MEDIA

Mac formatted: CD-Rom (and ISO 9660)

Media Labeling Requirements: Issue Date, Advertiser, Agency Name, Vendor Contact, Ad Number/Name, File Name/Number, Return Address, List of Contents

FULL PAGE AD FILE FORMATS

PDF-X1

FRACTIONAL AD FILE FORMATS

Layout Application Files: Adobe InDesign, Quark Xpress 6, PDF, TIFF, EPS

Element Formats: TIFF, EPS (Encapsulated PostScript), JPEG (images/scans must be in CMYK colour space), Adobe PostScript

All fonts must be supplied

Types of Digital Proofs: Ink jet/dye sublimation calibrated to SWOP standards

Colour Calibration: SWOP standards

DESKTOP INSTRUCTIONS

- Build pages to trim size and extend bleed beyond page edge. Use stylized fonts and do not apply style attributes to basic fonts. All elements must be placed at 100% size. Avoid rotation and cropping of images in layout program. Include all fonts, images/scans, logos/artwork. Do not nest EPS files in other EPS files.
- Pantone colours must be in CMYK mode. Font information should include manufacturer, font name and version.
- Four-colour solids or image data should not exceed SWOP density of 280%. Supply "Collect for Output" or similar reports.
- Content and Position Proofs: You must supply hard-copy proofs that represent, in colour, each supplied digital file.
- Supply composite printouts plus separated printouts with colour clearly marked. Proofs must be provided at 100% size.
- Additional Instructions: Supply single pages and not spreads. Single-page area should be no more than trim plus bleed.

IMPORTANT NOTE: Any exceptions to these specs must be approved by the Publisher prior to sending

Material conversions and customs-brokerage costs will be billed net as production charges.

All ad material should be sent prepaid to:

explore magazine, 54 St. Patrick Street, Toronto, Ontario M5T 1V1.

For more details on specifications, see C.A.R.D.

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.