



Advertising Rate Card as of January 2009

Mechanical Data

Type page: 4.125 wide x 6.875 high
 Trim Page: 5.25 wide x 8 high
 Cover Bleed Size: 5.5 wide x 8.125 high
 Binding: Perfect bound

Cover Placement

Back Cover (full colour)	1x	2x	3x	4x
	\$500	\$450	\$400	\$350
Inside Front or Back (b&w)	\$225	\$200	\$180	\$155

Display Ads

Black & White Rates

	1x	2x	3x	4x
Full Page	\$175	\$155	\$140	\$120
1/2 Page	\$125	\$110	\$100	\$85
1/4 Page	\$75	\$65	\$60	\$50
Bus. Card	\$75	\$65	\$60	\$50

Classified Ads

\$2 per word for 1-2 issues; \$1 per word for 3-4 issues
 Phone, URL, e-mail, PO Box and number are each counted as two words. 10 word minimum.

Artwork

Camera-ready art must be provided for above rates.
 We can also produce ads to your specifications.
 Design fees are \$75/hr. Quotes can be provided upon request.

We can receive ad files by email (preferred!) or on CD only. Please Note: 3.5" floppies are no longer accepted.

SUBMIT ART in these formats only: JPG, TIFF, PNG or PDF files ONLY. We do NOT accept 'unflattened' PSD files. We do NOT accept ads in Word format or other layout programs. **ALL FILES** should be submitted between **minimum 200 dpi** and **maximum 300dpi** for both b&w and color ads. We will not print low-resolution web files (eg: 72 dpi).

Advertising Deadlines

<u>Issue</u>	<u>Copy/File Due</u>	<u>Release</u>
Spring	Feb 21	March 21
Summer	May 21	June 21
Fall	Aug 21	Sept 21
Winter	Nov 21	Dec 21

Size Specifications

Submit ads to specs below:

**Full Page Back Cover (full colour)*
 (top/side full bleeds)**
 5.375" wide x 6.5" high*

**Full Page Inside Front/Back Cover (b&w)*
 (full bleed)** 5.375" wide x 8.125" high*

* All critical matter should be kept within .25" of above dimensions; NOTE the bottom 1.5" of On Spec's back colour cover is reserved for bar code and PMA/mailling info.

Full Page Interior (b&w)

(non-bleed)	4.25" wide x 6.875" high
1/2 (horiz.)	4.25" wide x 3.5" high
1/4 (horiz.)	4.25" wide x 1.625" high
Bus. Card	3.5" wide x 2" high

Payment

All classified and first-time display ads must be paid for in advance using PayPal, cheque, money order, MasterCard, VISA or American Express.

Canadian and US advertisers pay in Canadian dollars. Canadian advertisers are subject to an additional 5% GST.

To place an ad or for more information call (780) 413-0215 or email onspec@onspec.ca

**To Place an ad or for more information, call or e-mail:
 Ph (780) 413-0215 Fax (780) 413-1538
onspec@onspec.ca**