

2010 NATIONAL RATES AND DATA



PUBLISHING SCHEDULE 2010

4 ISSUES ANNUALLY	CANADIAN GEOGRAPHIC - TRAVEL	CLOSING DATES (insertion orders & material)	ON NEWSSTAND (subs. arrive earlier)
March 2010	TRAVEL SPRING	January 27, 2010	February 25, 2010
May 2010	TRAVEL SUMMER	March 24, 2010	April 22, 2010
September 2010	TRAVEL FALL	July 21, 2010	August 19, 2010
November 2010	TRAVEL WINTER	September 29, 2010	October 28, 2010

NATIONAL ADVERTISING RATES 2010

NATIONAL	1X	3X	6X	9X	12X
Full page	\$17,290	\$16,770	\$16,250	\$15,730	\$15,210
Double-page spread	\$32,845	\$31,855	\$30,875	\$29,885	\$28,910
2/3 page	\$13,830	\$13,415	\$12,995	\$12,585	\$12,170
1/2-page	\$12,965	\$12,575	\$12,190	\$11,790	\$11,405
1/3 page	\$8,640	\$8,385	\$8,120	\$7,865	\$7,595
IFC spread	\$38,035	\$36,895	\$35,750	\$34,610	\$33,465
IBC	\$22,470	\$21,795	\$21,125	\$20,450	\$19,780
OBC	\$20,745	\$20,015	\$19,415	\$18,840	\$18,265

EAST/WEST SPLIT RUNS	1X	3X	6X	9X	12X
Double-page spread	\$24,685	\$23,950	\$23,215	\$22,530	\$21,880
Full page	\$12,995	\$12,610	\$12,220	\$11,865	\$11,515

GENERIC BOOK SPECIFICATIONS

Trim Size	7 3/4" x 10 7/8"
Bleed	Minimum 1/8" bleed
Colour	CMYK throughout
Printing	Web offset, coated stock, Staccato
Binding	Perfect-bound

STANDARD UNIT SIZES

	Non-Bleed Ad	Bleed-Ad Trim Size*
Full page	6 3/4" x 9 9/16"	7 3/4" x 10 7/8" + bleed
Double-page spread	14 1/2" x 9 9/16"	15 1/2" x 10 7/8" + bleed
Double 1/2-page spread	14 1/2" x 4 11/16"	15 1/2" x 5 1/4" + bleed
1/2-page horizontal	6 3/4" x 4 11/16"	7 3/4" x 5 1/4" + bleed
1/2-page digest	4 3/8" x 6 1/2"	4 7/8" x 7 1/4" + bleed
2/3-page (two-column)	4 3/8" x 9 9/16"	4 7/8" x 10 7/8" + bleed
1/3-page vertical	2" x 9 9/16"	2 1/2" x 10 7/8" + bleed
1/3-page square	4 3/8" x 4 11/16"	4 7/8" x 5 1/4" + bleed

*Any image or background colour intended to bleed must extend a minimum of 1/8" past the trim on all four sides

Non-Bleed Ads

Ads that are not intended to bleed must be sized to fit within the non-bleed sizes listed.

Bleed Ads

- Ads that are intended to bleed must be sized to be trimmed to the bleed sizes listed.
- All live matter (text, images not to be trimmed) must be kept within the non-bleed measurements. Any matter that extends past the non-bleed safe area may be trimmed due to folding and bindery variations.
- Any image or background colour intended to bleed must extend a minimum of 1/8" past the trim dimensions on all four sides of the ad. Right- or left-hand positioning is not guaranteed.
- Be aware of common crossover limitations in "double-page-spread" configurations (adjoining pages can shift up to 1/8" in the binding process on certain copies).

Author's Alterations and Late Fees

Changes to supplied material will be made only when accompanied by written instructions from the client. Changes will be made only if received before the ad submission date, and clients may be charged an AA fee of \$80/hour, depending on the production stage. *Canadian Geographic* endeavours to comply with all advertisers' changes but assumes no responsibility for errors or omissions resulting from requested changes. Requested changes are assumed to be final. A courtesy proof will be sent to the client upon request. Any material supplied after the published submission date will be subject to a charge of \$150.

Production Requirements

Canadian Geographic does not accept film. Electronic files must be supplied.

- Electronic files must be supplied as PDF/X-1a:2001 compliant or Mac QuarkXPress 7.31 (or earlier), with all support files and fonts included. Extra charges may be applied to convert PC files.
- Acceptable removable media include CDs and DVDs.
- Compressed files must be saved as self-extracting archives (.sea).
- Type should be converted to outline when possible (Adobe Illustrator, Macromedia Freehand, CorelDraw).
- Contract colour proof must be supplied to guarantee accurate colour reproduction.
- *Canadian Geographic* will not assume responsibility for type reflow or accurate colour reproduction if all necessary fonts, support files or press-ready proofs are not included.

General Information

Acceptability: The content and design of all advertisements are subject to the publisher's approval.

Commissions: 15% of charges for space, position and colour allowed to recognized agencies.

Cash Discount: 1% on net if paid within 15 days of date of invoice.

Terms: Net 30 days; 2% interest charged per month on overdue accounts; 24% per annum.

GST: Rates do not include Goods and Services Tax. Where applicable, a 5% GST (effective January 1, 2008) will be added to the price of all advertising and services in *Canadian Geographic*.

Shipping

All insertion orders and contracts are to be sent to:

Canadian Geographic Enterprises
 Advertising Sales Office
 495 King Street W., Suite 301
 Toronto, ON M5V 1K4
 Telephone: (416) 360-4151
 Fax: (416) 360-1526

All creative should be shipped to:

NEW ADDRESS

Canadian Geographic Enterprises
 Mike Elston
 Production Manager
 1155 Lola Street, Suite 200
 Ottawa, ON K1K 4C1
 Telephone: (613) 745-4629
 Fax: (613) 744-0947
 E-mail: elston@canadiangeographic.ca

Canadian Geographic FTP site

FTP: 206.191.20.155
 USER ID: cgads
 PASSWORD: CG9273

For more information, contact your
 Media & Production Coordinator
 Telephone: (416) 360-4151 ext. 301
 E-mail: adsales@canadiangeographic.ca