

CSEG ADVERTISING RATE SCHEDULE



RECORDER

Size	Corporate Member Rate	Non-Corporate Rate
outside back cover	\$ 1500.00	\$ 1650.00
inside back cover	\$ 1320.00	\$ 1450.00
full page	\$ 1170.00	\$ 1290.00
2/3 page	\$ 960.00	\$ 1060.00
double 3/4 or 1/2 page horizontal	\$ 750.00	\$ 825.00
1/3 page	\$ 660.00	\$ 725.00
1/6 page	\$ 450.00	\$ 500.00
double page spread	\$ 2340.00	\$ 2570.00
double 1/2 page spread	\$ 1500.00	\$ 1650.00
business card*	\$ 140.00 ¹	\$ 160.00 ²

*Individual Consultants Only; ¹Individual member; ²Individual Non Member

Special Requests:

Placement of each AD in the issue is assigned at time of the final layout. Preferences for positioning of an AD, while not guaranteed, will be honoured within production limitations. Advance booking is recommended for preferred positioning of ADs and for frequency booking discounts.

Frequency Discounts:

10% discount for 5-9 insertions
20% discount for 10 or more insertions

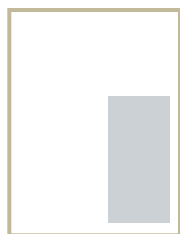
Pubset Material:

A fee will be charged any required production changes to supplied ADs. Please contact the CSEG Office for details.

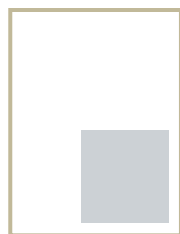
Inserts:

Material must be supplied to the CSEG office, one week before distribution date. Per item charge 50¢ per copy.

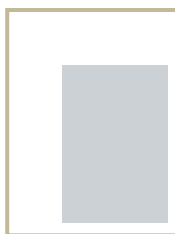
Advertising Units:



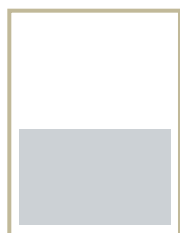
1/6 page vertical



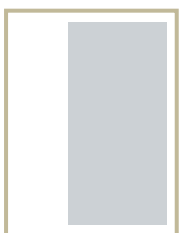
1/3 page square



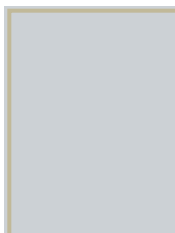
double 3/4 column



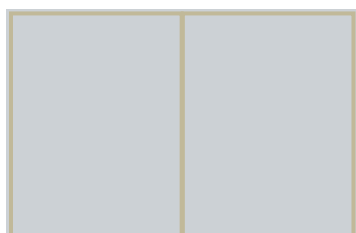
1/2 page horizontal



2/3 page



full page



double page spread



double 1/2 page spread

Terms:

- 30 days net (no cash discount)
- Invoice dated on day of distribution
- GST 5% additional
- Rates subject to change without notice
- No agency discounts
- Interest at 2% per month will be charged on all overdue accounts
- Cancellation deadline is 30 days prior to issue date

Digital Guidelines:

The RECORDER uses a Macintosh platform. Printing is offset lithography; CMYK; Saddle stitched; Screen – 175 lines per inch. **All digital files provided by advertiser must be high resolution: 300dpi, and formatted as a CMYK PDF.**

Page Size:

Trim size	8.375" x 10.875"
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Advertising Unit Sizes:

full page (with bleeds)	8.625" x 11.125"
full page (no bleeds)	8.375" x 10.875"
double page spread (with bleeds)	17" x 11.125"
double 1/2 page spread (includes bleeds off each side and bottom)	5.5" x 17"
2/3 page (no bleeds)	4.875" x 9.875"
1/2 page horizontal (no bleeds)	7.375" x 5"
double 3/4 column (no bleeds)	5" x 7.375"
1/3 page square (no bleeds)	4.875" x 4.875"
1/6 page vertical (no bleeds)	2.25" x 4.875"
business card horizontal (no bleeds)	3.5" x 2"

Keep all critical or illustrative material minimum .5" from final trim, including spread. Publisher reserves right to crop .125" from either side of all bleed ads to compensate for left or right hand page.

Email for files under 15mg:

printman@nucleus.com

FTP Site for uploads of larger files:

Host: ftp.cseg.ca
User ID: recorder
Password: !r3cord3r

Issue Date	Ad Deadline
September	July 15
October	August 15
November	September 15
December	October 15
January	November 15
February	December 15
March	January 15
April	February 15
May	March 15
June	April 15

For rates or further information contact Jim Racette at the CSEG Office: Telephone (403) 262-0015 or jimra@shaw.ca