



2010 ADVERTISING RATE CARD

ETIARE

2010 Advertising Rates

National Rates

	Four Colour
Full Page	\$22,440
Mini Page	16,920
½ Page	15,305
⅓ Page	9,420
Double Page Spread	44,880
½ Page Spread*	28,320
Inside Front Cover	26,225
Inside Back Cover	25,140
Outside Back Cover	27,305

Regional Rates

	Four Colour	Black & White
Eastern Canada		
Full Page	\$18,115	\$13,435
Double Page Spread	36,230	26,870
Ontario		
Full Page	\$15,235	\$11,435
Double Page Spread	30,470	22,870
Western Canada		
Full Page	\$11,190	\$8,385
Double Page Spread	22,380	16,770
British Columbia/Alberta		
Full Page	\$8,965	\$6,695
Double Page Spread	17,930	13,390
British Columbia		
Full Page	\$6,295	\$4,715
Double Page Spread	12,590	9,430

*Space purchased at these rates does not qualify for any additional discounts—see 2010 Advertising Information and Specifications, Copy and Contract Regulations, items B, C, D, E, & F. Guaranteed and Special Positioning subject to 15% premium.
All rates are in gross.

Flare

1 Mount Pleasant Road, 11th Floor, Toronto, Ontario, M4Y 2Y5
Tel: 416-764-2496



2010 Publishing Calendar

2010 Issue	Sales Closing Date	Material Due Date	Impact Date
January '10	October 26	November 2	November 25
February	November 30	December 7	January 6
March	January 14	January 20	February 2
April	February 11	February 17	March 2
May	March 11	March 17	March 30
June	April 15	April 21	May 4
July	May 13	May 19	June 1
August	June 17	June 23	July 6
September	July 15	July 21	August 3
October	August 12	August 18	August 31
November	September 9	September 15	September 28
December	October 7	October 13	October 26
January '11	November 11	November 17	November 30

Note: Sales Closing Date for fractional ads is one (1) week prior to the issue's posted Sales Closing Date.

Space and material close dates are firm.

It is the responsibility of the advertiser to supply correct advertising material to Rogers Publishing by the indicated material close date. Rogers Publishing cannot guarantee that any material received after the indicated material close date will run in that issue.

Please refer to our terms and conditions for additional details.

2010 Advertising Information and Specifications

Mechanical Requirements

Trim Size of Magazine: 7 7/8" width by 10 3/4" depth			
AD FORMAT	TRIM SIZE (WxD) (Please build ad to this size)	BLEED AREA	LIVE AREA
Double Page Spread	15 3/4" x 10 3/4"	Minimum of 1/8" beyond trim	Minimum of 1/4" inside trim
Full Page	7 7/8" x 10 3/4"		
Mini Page	5 3/16" x 7 9/16"		
1/2 Double Page Spread	15 3/4" x 5 3/8"		
1/2 Page Vertical	4" x 10 3/4"		
1/2 Page Horizontal	7 7/8" x 5 3/8"		
1/3 Page Vertical	2 3/4" x 10 3/4"		
BLEED: For ads intended to bleed, please add an 1/8" beyond trim size			
LIVE: Please allow 1/4" of type safety inside trim size			

Important Note: Hold all type matter or illustrative material not intended to trim a minimum of 1/4" from outside trim edges and include 1/4" gutter allowance for spreads (saddle stitch) or 1/4" gutter allowance for spreads (perfect bound). Publisher is NOT responsible for line-up of type or image running through the gutter on spreads or single pages to adjacent insert. Running type or image through the gutter is STRONGLY discouraged. Folding and trimming are subject to variation.

Production process:

Printing: High speed, wet process, web offset lithography.

Format: Computer-To-Plate.

Binding: Perfect Bound.

Trim Size of Magazine: 7 7/8" width by 10 3/4" depth.

Supplied Advertising Materials

PDF/X-1a:2001, or a generic PDF created to Rogers Publishing specifications, sent online using Magazines Canada AdDirect at addirect.sendmyad.com. For further information regarding Rogers Publishing specifications refer to www.rogersdigitalads.com, or contact Production Manager at (416) 764-2061. Rogers Publishing does not accept responsibility for material content, or colour trapping.



2010 Advertising Information and Specifications

General Information

GENERAL TERMS AND CONDITIONS

The applicable insertion order (to the extent it does not conflict with the terms hereof), the then current rate card of the publication(s) to which the insertion order relates ("Publication") and Publication's then current advertising specifications are incorporated by reference into these terms and conditions and are collectively referred to as the "Agreement". The person(s), firm or corporation contracting with Rogers Publishing Limited ("Publisher") for the insertion of advertising in Publication, whether as principal ("Advertiser") or as agent ("Agency"), shall be deemed authorized for all purposes relating to the Agreement.

Rates and Commissions

- Publisher reserves the right to change its advertising rates at any time. Rate changes shall be made at least 30 days in advance of the closing date of the first issue to which such rates apply. If a rate change is not acceptable to Advertiser or Agency, it may, within 15 days of notification of such rate change, cancel the Agreement without incurring short rate charges (excluding multi-year discounts).
- Advertising rates are subject to the addition of applicable taxes, including Goods and Services Tax (GST), Harmonized Sales Tax (HST) and a Quebec Sales Tax (QST) where applicable.
- Agency commissions equal to up to 15% of gross billings for space, colour, position or special insert stock are payable to recognized agencies only. Commissions are not payable on extra mechanical charges, reprints, split runs and other such charges.
- Any negotiated discounts are only applicable to and available during the period in which they are earned. Rebates resulting from any and all earned advertiser discount adjustments must be used within 6 months after the end of the period in which they are earned, and will expire if unused during such period.

Billing and Payments

- Advertiser and Agency shall be jointly and severally liable for payment of all invoices for advertising published in Publication.
- Amounts invoiced are payable upon receipt of invoice. Interest shall be charged at a rate of 1½% per month (18% per annum) on amounts outstanding for more than 30 days from the date of invoice.
- Invoiced amounts are payable at Publication's office in Canadian funds, or equivalent funds at the rate of exchange prevailing at the time of payment.
- Publisher reserves the right to change the payment terms to cash with insertion order at any time.

Cancellation

- Cancellation of the Agreement by Advertiser or Agency is subject to Publisher's approval, in its sole discretion. Agreements for covers, special positions and inserts may not be cancelled by Advertiser or Agency. No cancellations shall be accepted by Publisher after the closing date for advertising space. Short rate charges shall apply to all cancellations by Advertiser or Agency.
- Publisher may, at its option terminate this Agreement for the breach of any term hereof. Upon termination for breach, all charges incurred, together with short rate charges, shall be immediately due and payable.

Advertising Materials

- All advertising copy is subject to Publisher's approval and Publisher may without notice and without liability reject, discontinue or omit any advertising for any reason at any time.
- The word "Advertisement" shall be placed above copy which Publisher determines resembles Publication's editorial material or that is not immediately identifiable as an advertisement.
- Publisher shall not be responsible for colour or colour trapping or advertising copy that does not conform to digital Magazines Advertising Canadian Specifications ("dMACS"). Advertising material must be accompanied by a dMACS standard

proof. For further information regarding magazine industry standards, please refer to Magazines Canada www.magazinescanada.ca or dMACS <http://magazinescanada.ca/dmacs.php?cat=dmacs>. Proofing requirements may also be found on www.rogersdigitalads.com under "Proofing Info".

- Publisher may insert the advertising anywhere in Publication in its discretion, and any condition on orders or copy instructions involving the placement of advertising shall be treated as a positioning request only and cannot be guaranteed. Publisher's inability or failure to comply with any such positioning request shall not relieve Advertiser or Agency of the obligation to pay for the advertising.
- Publisher shall not be obligated to return any advertising material.
- Any advertising published in Publication may, in Publisher's discretion, be published and archived by Publisher or any anyone authorized by Publisher, as many times as Publisher and those authorized by Publisher wish, in and on any product, media and archive (including anything in print, electronic or other form).

Warranties, Indemnities, Limitations

- Advertiser and Agency shall be jointly and severally liable for all content (including text, representation and illustrations) of any advertising printed. Advertiser and Agency shall jointly and severally indemnify Publisher, its affiliates and their respective officers, directors, employees, contractors and agents against any and all liability and costs including any legal fees arising from a breach of this Agreement and/or resulting from the publication of the advertising materials, including without limitation, defamation, illegal competition or trade practice, infringement of trademark, trade name, or copyrights, and violation of rights of privacy, property or contract.
- Publisher shall not be responsible for errors or omissions in any advertising materials provided by Advertiser or Agency (including errors in key numbers) or for changes made to such advertising after the applicable closing date.
- Advertiser and Agency agree that Publication shall be under no liability for the failure, for any reason, to publish any advertising or circulate any issue of Publication.

General

- If Agency has entered this Agreement on behalf of Advertiser, Agency confirms that Advertiser has been provided with a copy of the terms hereof.
- This Agreement constitutes the entire agreement between the parties with respect to its subject matter and supersedes all prior agreements and understandings relating to the subject matter. No changes to this Agreement shall be effective unless made in writing and signed by the party sought to be bound.
- For clarity, Publisher shall not be bound by any conditions, printed or otherwise, appearing on Advertiser or Agency contracts, orders or instructions which conflict with, vary or add to these terms and conditions.
- Neither Advertiser nor Agency may assign any rights or obligations under this Agreement.
- Advertiser and Agency agree not to make promotional or merchandising reference to Publication in any way without the prior written permission of Publisher in each instance.
- No provision of this Agreement shall be deemed waived by a course of conduct unless such waiver is in writing signed by all parties and stating specifically that it is intended to modify this Agreement.
- This Agreement is governed by and construed in accordance with the laws of the Province of Ontario and the federal laws of Canada applicable therein. Any proceeding relating to the subject matter of this Agreement shall be within the exclusive jurisdiction of the courts of the Province of Ontario.

2010 Advertising Information and Specifications

Advertising Information

A. One-Time Rates

There is no charge for bleed.

B. Unit Frequency – Discounts

Full or fractional page

An advertiser purchasing 2 or more insertions within a 12 month period is entitled to earn a unit frequency discount of 2% to 10% off one-time rates.

Units Bought in 12 months	Frequency Discount
2	2%
4	4%
6	6%
8	8%
10+	10%

C. Full Issue Frequency – Discount

An advertiser using all 12 issues in a 12-month period is entitled to an 18% frequency discount.

D. Volume Discounts

An advertiser purchasing 12 to under 24 pages within a 12-month period is entitled to earn a volume discount of 12% to 15% off the one-time rates.

Discount Earned	
12 – Under 18 Pages	12%
18 – Under 24 Pages	15%

For volume discounts on 24+ pages, see your account representative.

E. Multiple Pages In A Single Issue

Advertisers running numerically consecutive R.O.P. full page size space in any one issue qualify for the following discounts:

	Discount Earned
2 to 3 Pages	10%
4 to 7 Pages	15%
8 to 15 Pages	25%
16 pages & Over	35%

Space purchased at these rates does not earn or contribute to any other discounts.

F. Schedules of Mixed Units

Advertisers using schedules of mixed units are entitled to either a volume or frequency discount.

Bleed Charge

There is no charge for bleed.

Guaranteed Positions

A limited number of positions are available on a guaranteed basis – 15% extra.

Black and one-colour space

Available at black and white rates + 15%.

Contracts

Failure to maintain a contract will result in a short-rate of accumulated discounts at the time of breaking contract.

GST

Prices are subject to the addition of a Goods and Services Tax (GST), where applicable.

QST

Prices are subject to Quebec Sales Tax (QST), where applicable.

Regional & Copy Splits

To be confirmed in writing. Non-cancelable. Mechanical charges for regional copy: 4C \$2,500, 2C \$1,800, BW \$1,450. Agency commission not paid on mechanical charges.

Regional Discounts - Frequency

Regional advertising, on its own, is eligible for frequency discounts only. National advertising may contribute to improving regional frequency discounts and vice versa.

Regional Discounts - Volume

Regional space may earn volume discounts on a pro-rata circulation basis (N.B. Advertisers are entitled to either a frequency or volume discount, not both). Additional regions available on request.

Inserts, Gatefolds, Coupons & Reply Cards

A limited number of special booklets, gatefolds, coupons and/or reply cards can be accepted on a national or regional basis where mechanically possible. Positioning of fractional size units will normally be restricted to the head of the page.

All inserts printed by or supplied to FLARE – Rates on Request

Some types of inserts are subject to tip-on charge. Once booking is firm mechanical specifications for all inserts – quantities, shipping instructions, due dates, etc. – must be arranged through the Production Manager, (416) 764-2061.

NOTE: Volume of space used in inserts does not apply in conjunction with R.O.P. advertising volume or frequency discounts.

Gatefolds

Mechanical specifications and rates on request.

Coupon & Reply Cards

Coupon and reply cards are available at a minimum 6" depth (printed on high-bulk 70 lb. stock). For further production specifications, contact the Production Manager, (416) 764-2061.

Rates on Request

Reply Card (BRC)/Digest sized Inserts Backer Pages - minimum back up unit of full page (black and white or 4c) is required when running a reply card, BRC or digest sized booklet.

Flare

2010 Web Advertising Information

FLARE.com

- Build your brand awareness
- Boost your sales
- Increase your traffic
- Build a database

Custom online advertising campaigns utilizing banners, leaderboards, big boxes, skyscrapers, textlinks, interstitials, rich media and more!

Also offering targeted category sponsorships, contests and quizzes, microsites, advertorials, e-mail newsletters and customized e-blasts.

For web advertising, contact: (416) 764-2460 or visit **Flare.com**

