

2009 MONTHLY ADVERTISING RATES

SIZE	CANADIAN RATES PER ISSUE:			FULL COLOUR CHARGES
	1 ISSUE RATE	4 ISSUE RATE	12 ISSUE RATE	
Full Page	\$910/issue	\$860/issue	\$785/issue	+ \$150/issue
2/3 Page	\$785/issue	\$735/issue	\$655/issue	+ \$130/issue
1/2 Page	\$620/issue	\$570/issue	\$520/issue	+ \$110/issue
1/3 Page	\$440/issue	\$400/issue	\$365/issue	+ \$90/issue
1/4 Page	\$340/issue	\$310/issue	\$265/issue	+ \$75/issue

Effective:
January 1, 2009

All prices are subject to change without notice.

***SPECIAL POSITIONING:** Front Cover – \$1295 (full colour included)
Back Cover – Full Page Rate + 20%
Preferred Position – Regular Rate + 10%

COLOUR CHARGES	SPOT COLOUR (Red, Green, Blue or Yellow)	FULL PROCESS COLOUR (CMYK)
	\$75 each colour/issue (any size)	Add price above to regular rate

TYPICAL** SETUP CHARGES	**The Setup Charge is a one-time charge applying only when Steel Marketplace initially designs the ad. Charges for modifying or updating an existing advertisement are based on a minimum of \$30. This charge does not apply when artwork meeting our specifications is provided. Please visit steelmarketplace.com/advertise_inprint for accepted formats.	SETUP CHARGES	
		Full Page	\$120
		2/3 Page	\$100
		1/2 Page	\$90
		1/3 Page	\$70
		1/4 Page	\$60

AD SIZES	AD TYPE	WIDTH	HEIGHT
	Full Page	6-1/4" (159mm)	9-3/4" (248mm)
	2/3 Page	6-1/4" (159mm)	6-1/2" (165mm)
	1/2 Page	6-1/4" (159mm)	4-7/8" (124mm)
	1/3 Page	6-1/4" (159mm)	3-1/4" (83mm)
	1/4 Page (horiz.)	6-1/4" (159mm)	2-1/2" (64mm)
	1/4 Page (vert.)	3-1/16" (78mm)	4-7/8" (124mm)
	Front Cover	6" (152mm)	6-3/4" (171mm)