

# Rate Sheet NATIONAL



## Technical Characteristics

### Tab Format - 1302 Agate Lines

Width 10" X Height 15.5" - 6 Columns X 217 lines

## Agate Line Rates

<b>TORONTO EDITION</b>	<b>\$1.75</b>	<b>MONTREAL EDITION</b>	<b>\$1.47</b>
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## Standard Sizes Rates

SIZES	TORONTO		MONTREAL & OTTAWA	
	4-COLOR	BLACK	4-COLOR	BLACK
Full Page	\$ 2780	\$ 2278	\$ 2335	\$ 1914
2/3 Page	\$ 1854	\$ 1519	\$ 1556	\$ 1276
1/2 Page	\$1390	\$ 1139	\$ 1168	\$ 957
1/3 Page	\$ 927	\$ 760	\$ 778	\$ 638
1/4 Page	\$ 695	\$ 570	\$ 584	\$ 479
1/8 Page	\$ 348	\$ 285	\$ 292	\$ 240

## Premium Placement

Inside Cover .....	30%
Inside Back Cover .....	30%
Back Cover .....	50%
Page 3 & 5 .....	20%

## Volume Discounts

3 Insertions .....	3%
5 Insertions .....	5%
7 Insertions .....	6%
9 Insertions .....	7%

## Inserts and Flyers (cost per 1000)

1 Page (Max size folded to 8.5 X 11) .....	\$48.00
2 - 4 Page (Max size folded to 8.5 X 11) .....	\$62.00
5 - 8 Page (Max size folded to 8.5 X 11) .....	\$93.00

## Standard Sizes

All Sizes may be accommodated to suit requirements and are not confined to our standard size format as illustrated, while keeping in consideration column width.

<b>FULL</b> 6 x 217 Lines 10" X 15.5"	<b>2/3</b> 6 x 145 Lines 10" X 10.3"	<b>2/3</b> 4 x 217 Lines 6.6" X 15.5"	<b>2/3</b> 5 x 174 Lines 8.3" X 12.4"	<b>1/3</b> 6 x 72 Lines 10" X 5.1"	<b>1/3</b> 5 x 87 Lines 8.3" X 6.2"	<b>1/2</b> 6 x 108 Lines 10" X 7.7"	<b>1/2</b> 3 x 217 Lines 4.9" X 15.5"	<b>1/2 JUNIOR PAGE</b> 4 x 163 Lines 6.6" X 11.6"	<b>1/2</b> 5 x 130 Lines 8.3" X 9.2"
<b>1/3</b> 4 x 108 Lines 6.6" X 7.7"	<b>1/3</b> 2 x 217 Lines 3.2" X 15.5"	<b>1/4</b> 6 x 54 Lines 10" X 3.8"	<b>1/4</b> 4 x 81 Lines 6.6" X 5.8"	<b>1/4</b> 3 x 108 Lines 4.9" X 7.7"	<b>1/8</b> 3 x 54 Lines 4.9" X 3.8"	<b>1/8</b> 2 x 81 Lines 3.2" X 5.8"			

## Art Submission

### eMail

ADS@CanIndia.com  
with CC to  
Editor@canindia.com

### FTP

HOST:  
ftp://173.46.9.156  
USID: uploadFTP  
PW: downloadFTP

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Tel: 905-673-6625  
Fax: 905-673-6636

Email: Sales@CanIndia.com  
Web: www.CanIndia.com

### ADS ON DISK

Non camera ready ads should meet the following requirements:  
- PC compatible format supplied on CD-ROM, eMail or FTP.  
QuarkXpress, Adobe Photoshop or Adobe Illustrator must include all image files and all fonts used in the advert.

### SOFTWARE

- **ADOBE ILLUSTRATOR** version 10 or earlier. All colours used must be process (CMYK) colours.  
- **ADOBE PHOTOSHOP** version 7 or earlier. Files must be saved with a line screen of 120 lpi

and a resolution of 300 dpi. Files may be grayscale or CMYK process colours. Files with clipping paths must be saved with a flatness of no less than 15.

- **PDF files** (with high-resolution art and fonts embedded).

- **QUARKXPRESS** version 8 or earlier. files must use CMYK colours (process separation).

- If advertising files are created on a Macintosh platform, we require that they be converted to PC-friendly format or saved as EPS or TIFF files. Corel Draw files must be saved as TIFF files.