

## 2009-2010 Rate Card

Advertising Rates Per Insertion					<b>Colour Prices:</b> 1-colour spot: \$165 Full colour: \$385 (per insertion)
Ad Size	Single Ad	Special Bulk Rates			
		2-7 Ads	8-13 Ads	14+ Ads	
<b>Full Page</b>	<b>\$840</b>	<b>\$780</b>	<b>\$725</b>	<b>\$695</b>	<b>Inserts:</b> \$75/1000 inserts
<b>1/2 Page</b>	<b>\$415</b>	<b>\$390</b>	<b>\$365</b>	<b>\$335</b>	
<b>1/3 Page</b>	<b>\$280</b>	<b>\$255</b>	<b>\$230</b>	<b>\$205</b>	<b>Priority Placement:</b> Page 2 or back cover: +15% All other: +20%
<b>1/4 Page</b>	<b>\$255</b>	<b>\$230</b>	<b>\$205</b>	<b>\$180</b>	
<b>1/8 Page</b>	<b>\$140</b>	<b>\$130</b>	<b>\$120</b>	<b>\$110</b>	<b>Ad Design:</b> 1 hr of complimentary basic design service included.
<b>Business Card</b>	<b>\$80</b>	<b>\$80</b>	<b>\$55</b>	<b>\$55</b>	

### Ad sizes:

**Full page**  
10" w x 13" h  
**1/2 Page**  
Vertical: 5" w x 13" h  
Horizontal: 10" w x 6.5" h  
**1/3 Page**  
Vertical: 3.3" w x 13" h  
Horizontal: 10" w x 4.3" h  
**1/4 Page:**  
Block: 5" w x 6.5" h  
Banner: 10" w x 3.25" h  
**1/8 Page:**  
Block: 5" w x 3.25" h  
Banner: 10" w x 1.6" h  
**Business Card:**  
3.25" x 2"

### Paper Specs:

Paper size: Tabloid  
 Page height: 13"  
 Page width: 10"  
 Number of columns: 5  
 Column width: 2"  
 Agate lines/page: 910  
 Circulation: 10,000  
 Readership: 15,000 - 20,000

Accepted electronic formats for all ads: Adobe Photoshop or Indesign CS, EPS, PDF, JPG, or TIFF.

### Advertising Representative:

**Deidre Butters**  
 (office) 613-562-5261  
 (cell) 613-880-6494  
 ads@thefulcrum.ca

### Deadlines for Placement

**Booking deadline:**  
**Friday at 5:00 p.m.**  
**Before publication date**

**Ad material deadline:**  
**Monday at 12:00 noon**  
**Before publication date**

## 2009-2010 Publishing Schedule

**Summer Issues: June 25th - Web-Only Format July 30th - Regular Format**

### September

Su	M	Tu	W	Th	F	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

### October

Su	M	Tu	W	Th	F	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

### November

Su	M	Tu	W	Th	F	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

### December

Su	M	Tu	W	Th	F	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

### January

Su	M	Tu	W	Th	F	Sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

### February

Su	M	Tu	W	Th	F	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28						

### March

Su	M	Tu	W	Th	F	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

### April

Su	M	Tu	W	Th	F	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	