



ADVERTISING RATES AND SIZES

CANADIAN RATES

FULL COLOUR AD RATES (COST PER ISSUE)			
FREQUENCY	1 ISSUE	4 ISSUES	SETUP CHARGE
Full Page	\$1,250.00	\$1,050.00	\$125.00
1/2Page	\$1,060.00	\$ 860.00	\$100.00
1/3 Page	\$ 700.00	\$ 585.00	\$ 75.00
1/4 Page	\$ 575.00	\$ 475.00	\$ 50.00
Double Page Spread	\$2,200.00	\$1,950.00	\$175.00
Double 1/2 Page Spread	\$1,450.00	\$1,250.00	\$150.00

AD DIMENSIONS

AD SIZES	DIMENSIONS	BLEED
Full Page	8" wide x 10" high	0.25" bleed on all sides
½ Page Landscape (full bleed)	8" wide x 4.75" high	0.25" bleed on all sides
1/3 Page Portrait (full bleed)	2.667" wide x 10" high	0.25" bleed on all sides
1/4 Page Portrait	3.375" wide x 4.25" high	No bleed required

Requirements for Digital Artwork System and Software

We work in a Macintosh environment using QuarkXpress, Adobe Illustrator and Adobe Photoshop.

Files

Advertising files can be sent via email (if under 10MB) to art@metalcraftmag.com. Files can also be sent on a CD-ROM to our address listed below. (Mac formatted Cd's preferred). For other methods of submitting files please contact us.

It is preferred that ads be provided as:

- QuarkXpress files (6.5 or earlier). Please collect for output so that all supporting images and fonts are included. All images should be 300 dpi and CMYK.
- Illustrator EPS. Please convert all fonts to outlines to avoid font substitutions and ensure all images are embedded.

Please provide a hard copy low resolution PDF for reference.

Proofs

You will receive a PDF proof of you advertisement by email, which must be approved (noting all text corrections and information errors) before the ad can be placed in the appropriate issue. All proofs will be visible using Adobe Acrobat Reader.

Design Services

If you require a design for your ad, we can provide a design layout based on the ad setup charges indicated. Please provide your company logo, any images for the design and text information you require.

Ad setup charges are a single time charge and are applied to the initial invoice.

For art supplied ads setup charges do not apply.

METALCRAFT

345 Munster Avenue, Toronto, ON Canada M8Z 3C6

Phone: (416) 232-0330 Fax: (416) 234-1516

GENERAL EMAIL: info@metalcraftmag.com

PUBLISHER: Myros Trutiak- myros@metalcraftmag.com
Phone: (416) 232-0330

SALES: Colin Klein -cksales@cogeco.ca
Phone: (905) 328-2662

ART DEPARTMENT: art@metalcraftmag.com



ADVERTISING RATES AND SIZES

U. S. RATES

FULL COLOUR AD RATES (COST PER ISSUE)			
FREQUENCY	1 ISSUE	4 ISSUES	SETUP CHARGE
Full Page	\$1,000.00	\$ 840.00	\$110.00
1/2Page	\$ 848.00	\$ 688.00	\$ 90.00
1/3 Page	\$ 560.00	\$ 468.00	\$ 65.00
1/4 Page	\$ 460.00	\$ 380.00	\$ 45.00
Double Page Spread	\$1,760.00	\$1,560.00	\$150.00
Double 1/2 Page Spread	\$1,160.00	\$1,000.00	\$125.00

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ADVERTISING AGREEMENT

Date: _____ Phone: _____
 Company: _____ Fax: _____
 Address: _____ Email: _____
 City: _____ Web Site: _____
 Province/State: _____ Start Date: _____
 Postal/Zip Code: _____ Finish Date: _____
 Ad Size: _____ Frequency: _____

- Will provide digital artwork - Will require design services

Special Instructions: _____

Ad Price	Setup Charges	Net	PST	GST	Total

Note: Payments to be delivered 30 days after publication date.
Modifications to existing ad material will be charged at a minimum of \$50.00 per change.
All prices are quoted as net (agency commissions are to be up-charged).

Approval Of Material:

The subject matter, form, size, wording, illustrations and typography of the advertising is subject to the approval of the Publisher; however, the Publisher shall make no changes to the material without the Advertiser's consent.

Limitation Of Liability:

Metalcraft's liability to Advertisers due to errors or omissions in the advertising material described in this agreement shall in no event exceed the amount of the Metalcraft publications regular charges for insertion of the advertisement which was omitted or in which the error occurred in the issue which the advertisement was to be printed.

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