

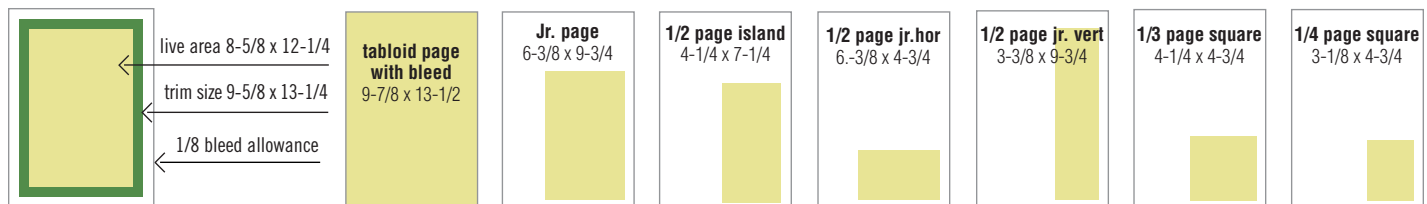
2011 Advertising Rates

Ad size	Wide	Deep	1x	3x	6x	12x	24x
Full Tabloid*	9-7/8"	13-1/2"	\$4,865	\$4,650	\$4,300	\$4,120	\$3,865
Jr. page	6-3/8"	9-3/4"	\$3,600	\$3,395	\$3,140	\$3,010	\$2,790
1/2 page junior island	4-1/4"	7-1/4"	\$2,160	\$2,035	\$1,885	\$1,810	\$1,675
1/2 page junior horizontal	6-3/8"	4-3/4"					
1/2 page junior vertical	3-3/8"	9-3/4"					
1/3 page square	4-1/4"	4-3/4"	\$1,620	\$1,505	\$1,415	\$1,355	\$1,255
1/4 page square	3-1/8"	4-3/4"	\$1,195	\$1,125	\$1,035	\$995	\$920

Four colour \$1125, Matched colour \$530, Standard colour \$375

*Tabloid Trim Page 9-5/8" x 13-1/4" Tabloid Type Page 8-5/8" x 12-1/4"

Mechanical Requirements



Digital Requirements

We accept digital files which meet the following criteria:

- Software: Quark Xpress, Photoshop, InDesign, Adobe Illustrator, high-resolution PDFs (2400 dpi-150 line screen, all fonts embedded, CMYK and no spot colours).
- Illustrator and Photoshop files must be saved as .EPS or .TIFF files at 300 dpi with all images embedded and fonts as outlines.
- Process colour ads must be supplied with a high-resolution, full-colour, contract quality proof to ensure proper reproduction.
- Black and white ads must be supplied with a laser proof.

PLEASE NOTE: We do not accept ads created in Microsoft Office/Publisher programs, Corel Draw (only if exported to Illustrator), film, DCS or CopyDot files. For further information, please contact our production department.

Mail and courier packages should be sent to: Annex Publishing and Printing Inc. 240, Edward Street, Aurora, ON, L4G 3S9 Attention: Alice Chen

Uploading information:

FTP: <http://annexnorth.loadingdock.ca>

Contact your account coordinator for details:

Alice Chen • 905-713-4369 • achen@annexweb.com

For information on all advertising opportunities call

Publisher

Roger Heritage • 905-713-4346 • rheritage@annexweb.com

Advertising Sales

Nigel Bishop • 905-713-4395 • nbishop@annexweb.com

Ron Salmon • 905-713-4362 • rsalmon@annexweb.com

Peter Tams • 514-984-2668 • ptams@annexweb.com

Linda Nadon • 450-224-0055 • lnadon@annexweb.com



Annex Publishing and Printing Inc.

240 Edward Street, Aurora, Ontario L4G 3S9
Tel. 905-727-0077 • Fax 905-727-0017

We are one of Canada's largest B2B publishers, producing 40+ B2B magazines and directories, 40+ websites and e-news products, and numerous conferences and events. But we are much more than just publishers – we also provide a full range of custom printing and publishing services, custom digital media and video production services and event and sponsorship services. We would appreciate the opportunity to discuss how we can provide solutions for any of your marketing needs.

www.annexweb.com