

2012 **M&P** Advertising Rates



FOR 2012!

Tabloid live type area: 8-5/8" x 12-1/4"		B/W RATE				
AD SIZE	DIMENSIONS	1x	3x	6x	9x	12x
Tabloid page (trim)	9-5/8" x 13-1/4"	\$5,740	5,565	\$5,245	\$4,925	\$4,770
Tabloid page (bleed)	9-7/8" x 13-1/2"					
1/2 Tab horizontal	8-5/8" x 5-3/4"	\$3,650	\$3,530	\$3,320	\$3,120	\$3,080
1/2 Tab vertical	4-1/4" x 12"					
1/3 Tab horizontal	8-5/8" x 3-3/4"	\$3,440	\$3,335	\$3,145	\$2,960	\$2,865
1/3 Tab vertical	2-5/8" x 12"					
Jr. page	6-3/8" x 9-3/4"	\$3,825	\$3,705	\$3,495	\$3,285	\$3,185
1/2 Page jr. island	4-1/4" x 7-1/4"					
1/2 Page jr. horizontal	6-3/8" x 4-3/4"	\$2,290	\$2,235	\$2,105	\$1,970	\$1,895
1/2 Page jr. vertical	3-1/8" x 9-3/4"					
1/3 Page	4-1/4" x 4-3/4"	\$1,725	\$1,670	\$1,575	\$1,480	\$1,430
1/4 Page vertical	3-1/8" x 4-3/4"	\$1,260	\$1,220	\$1,150	\$1,080	\$1,055

Four colour: \$1,125 • Standard colour: \$375

SPECIAL COLOUR:

For additional colour, matched, PMS or special colours, please contact your Annex Business Media representative.

SPECIAL POSITIONS:

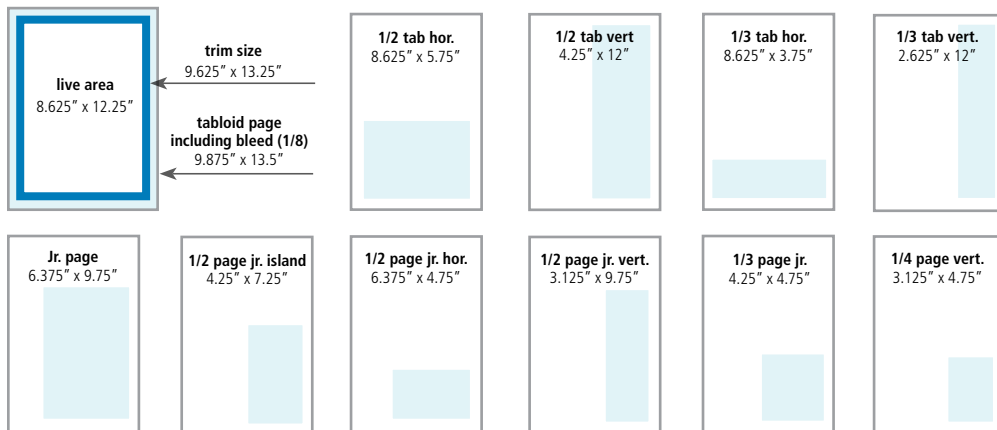
For cover positions, add 25%. Other requested positions, add 15%.

COMBINED RATES:

Advertisers who utilize more than one Annex Business Media publication are entitled to frequency discounts earned in all publications.

FOR EXAMPLE:

6 Jr. pages in *MP&P* and 6 Jr. pages in *PIQ (Produits pour l'industrie Québécoise)* earns the 12 time rate in both publications.



DIGITAL REQUIREMENTS:

We accept digital files that meet the following criteria:

- **High-resolution PDFs** created with InDesign, Quark Xpress, (2,400 dpi-150 line screen, all fonts embedded, CMYK with no spot colours or RGB images).
- **EPS or TIFF files** created in Illustrator or Photoshop (300 dpi with all images embedded and fonts as outlines).
- **Process colour (CMYK)** 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.

WEB SPECIFICATIONS:

- **Image Dimensions:** 300w x 250 pixels, 728w x 90 pixels, 468w x 60 pixels, 120w x 600 pixels, 125 x 125 pixels
- **Image Type:** .gif, .jpg, or Flash (Must be regular Flash with embedded URL to set tracking — no swish files.)
- **Image Animation (Gif):** Single to infinitely looping banners accepted.
- Note:** Flash files are not acceptable for e-products.
- **Image File Size:**
 - 50k maximum for static or animated GIF
 - 50k for Button Flash
 - 80k for Banner Flash
- **Linking URL:** An active URL must be provided.
- **Testing:** All creatives must function uniformly on both MAC and PC platforms, as well as multiple browser versions of Firefox, Internet Explorer and Safari.

FOR ADVERTISING INFORMATION PLEASE CONTACT:



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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

For further information, please contact your account co-ordinator, **Alice Chen**, at achen@annexweb.com or 905-713-4369