

# 2012 PiQ Advertising Rates

**NEW  
size**

**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"	\$4,770	\$4,610	\$4,450	\$4,255	\$4,095
Tabloid page (bleed)	9-7/8" x 13-1/2"					
1/2 Tab horizontal	8-5/8" x 5-3/4"	\$3,190	\$3,085	\$2,935	\$2,820	\$2,790
1/2 Tab vertical	4-1/4" x 12"					
1/3 Tab horizontal	8-5/8" x 3-3/4"	\$2,685	\$2,590	\$2,485	\$2,340	\$2,280
1/3 Tab vertical	2-5/8" x 12"					
Jr. page	6-3/8" x 9-3/4"	\$3,190	\$3,085	\$2,935	\$2,820	\$2,790
1/2 Page jr. island	4-1/4" x 7-1/4"					
1/2 Page jr. horizontal	6-3/8" x 4-3/4"	\$1,905	\$1,865	\$1,755	\$1,695	\$1,610
1/2 Page jr. vertical	3-1/8 x 9-3/4"					
1/3 Page	4-1/4" x 4-3/4"	\$1,445	\$1,405	\$1,300	\$1,245	\$1,205
1/4 Page vertical	3-1/8" x 4-3/4"	\$1,050	\$1,025	\$970	\$930	\$875

**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:

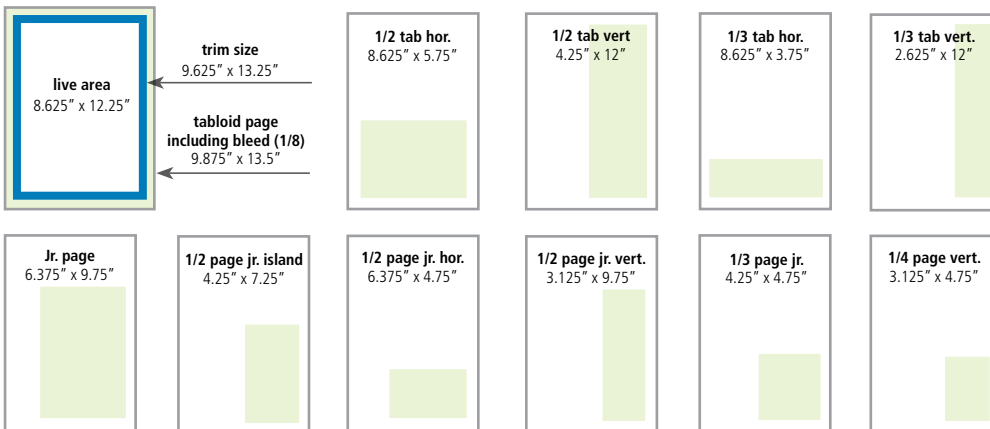
For cover positions, add 25%. Other requested positions, add 15%.

#### 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:**



**GROUP PUBLISHER**  
**Nigel Bishop**  
905-713-4395  
nbishop@annexweb.com

**ADVERTISING SALES**  
**Ron Salmon**  
905-713-4362  
rsalmon@annexweb.com

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

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



**Annex Business Media**  
222 Edward Street  
Aurora, Ontario L4G 1W6  
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](http://www.annexweb.com)

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