

MATERIAL REQUIREMENTS

JAN 2006

Display Ad Measurements	Non Bleed	Bleed	Trim W & D
Page	8" x 10.5"	8.75" x 11.25"	
2 facing pgs/spread	16.25" x 10.5"	16.75" x 11.5"	
1/2 Page (horizontal)	8." x 5.25"	7" x 4.625"	7.875" x 5"
1/2 Page Spread (horizontal)	16" x 5.25"	15" x 4.625"	15.75" x 5"
1/2 Page (vertical)	4.125" x 10.75"	3.375" x 10"	3.875" x 11.75"
1/3 Square	5.25" x 5.25"	4.625" x 4.625"	5" x 5"
1 Column (vertical)	2.875" x 10.75"	2.25" x 10"	2.75" x 11.5"

Copy and Contract Regulations

Publisher's copy protective clause:
 Advertisers and advertising agencies assume liability for all content (including text, representation and illustrations) or advertising printed, and responsibility for any claims arising therefrom made against the publisher. The publisher reserves the right to refuse any material, either editorial or advertising, which is not in keeping with the publications standards. The publisher is not liable for delays in delivery and/or non-delivery in the event of any condition beyond the control of the publisher affecting production or delivery in any manner. Information about shipping, formatting, specifications, and graphic art concerns must be discussed with graphic art specialists –**not** the salesperson.

General information

Web Offset Printing, printed on 80lb #2 gloss, self-cover, saddle stitch

All digital data, film, proofs and progs will be destroyed six (6) months after issue date.

Publisher reserves the right to attempt to match colors. Quality is at the advertiser's risk if publisher's specifications are not met, or if material is received after closing date, even if an extension is granted.

The publisher is only responsible for color concerns that occur before the proof is approved.

We do not offer split runs. We do not offer inserts.

Ad placement guaranteed only when payment is received.

Ad Specifications

1. Adobe PDF is the only digital file format accepted, PC QuarkXpress 5 or 6, High-res TIFF. Include a color hard copy for proofing. Send all Quark files, fonts, and images in a single file. Include a contact name for the graphic artist. One ad per file. You can make a free adobe file online at www.adobe.com.
2. Photos must not exceed a total area density of 300 dpi. Digital photos should be cleaned up in Photoshop before imbedding in files. The LW must be 2400 dpi and CT 300 dpi exactly. We are not responsible for noise or distortions caused by photos taken by digital cameras, resized, or with a density less than 300dpi, and not saved as TIFF files.
3. Use only Type 1 fonts - No True Type fonts or font substitutions unless embedded in a graphic.
4. Convert colors to CMYK, Grey Scale if B/W. We will not accept RGB, eps, or .jpeg files.
5. Right-reading, portrait mode, 100% size, no rotations. Publisher reserves the right to crop ads.
6. Include a 6 mm 5%, 25%, 50%, 75%, 100% C, M, Y, K patch strip for quality control.

In-house Designed Ads

1. Photos must be your personal property, and not include any recognizable unless accompanied by a release form.
2. All text must be mailed to the office in hard copy. We are not responsible for typos and incorrect data that results from mistakes in the text proof.
3. Artistic design is at the sole discretion of the publisher.
4. An ad proof will be delivered and must be signed and returned BEFORE the ad deadline.

Discounts and Short Rates

Advertising agency discounts apply ONLY if paid within 30 days from date of invoice. In the event of non-payment, Master Trade reserves the right to hold advertisers and/or their advertising agency jointly and severally liable for such monies as are due and payable to Grace Publishing or Master Trade.

Advertisers will be short-rated if, within a 12-month period from the date of the first ad or insertion, they do not use the amount of space upon which their billing has been based.

Advertising Rates	1 time	3 time
Back Cover	\$ 2 500.00	\$ 2 000.00
Pg 2, 3 4,	\$ 2 200.00	\$ 1 900.00
Full Page	\$ 1 900.00	\$ 1 700.00
2 facing pgs/spread	\$ 3 700.00	\$ 3 200.00
1/2 Page	\$ 1 100.00	\$ 950.00
1/3 Square - 1 Column	\$ 900.00	\$ 750.00
1/6 Square	\$ 450.00	\$ 350.00
Product Display Listing	\$ 275.00	\$ 250.00

Media Planning Kit

- Biographies
 - Editorial Staff
 - Management
 - Sales
- Press
- Who We Are
- Editorial Calendar/Ad Deadline dates
- Demographic Research
- Ad Rate/Specs
- Contact



Prior to Suzanne James current position as Publisher for Master Trade, she was publisher for KWMINUTE, Christian Fiction Writer, and Novel Writer. She also has a long history publishing books and online publications starting in 1999. In addition to overseeing MasterTrade's publication, circulation, she oversees media relations.

A native of Ontario, Suzanne learned the publishing industry 'in-house' from an American publishing company. She also built a Kitchener/Waterloo service company into one of the leading KW providers. Her education spans marketing, systems analyst, publishing, editing, and PR.

Suzanne lives just outside of Waterloo with her husband and business partner, Dan James. She volunteers in local children's programs, and is a staunch supporter of local small business and woman's organizations.

Research

Listed on CARD

CARD (Canadian Advertising Rates & Data) and CARDonline, manage and enhance the efficiency of professionals involved in buying and selling advertising.

Member:

MarketingProf

Canadian Magazine Marketing Association

Total Population by Metropolitan Area and Age

Census Metropolitan Area	2005 Total Population	2005 Total Population (%)	2005 Estimated Total Population 5+	2005 Estimated Total Population 20+	Percent Population Change 2001-2005
Kitchener	455,944	1.42	429,204	337,500	5.90
Guelph	126,095	0.39	119,278	94,188	3.40
Stratford	31,050	0.10	29,301	23,432	0.70
London	469,376	1.46	445,140	353,731	4.40

Household Incomes by Metropolitan Area (CARDonline)

Census Metropolitan Area	2005 Estimated Households	2005 Estimated Households (%)	2005 Estimated Average Household Income	2005 Estimated Per Capita Income
Kitchener	170,959	1.35	\$73,532	\$27,571
Guelph	48,097	0.38	\$74,560	\$28,440
Stratford	12,881	0.10	\$63,334	\$26,274
London	189,860	1.50	\$65,254	\$26,395

Total Male Population by Metropolitan Area and Age

Census Metropolitan Area	2005 Estimated Male Population Age 20+	2005 Estimated Male Population 20-24	2005 Estimated Male Population 25-34	2005 Estimated Male Population 35-49	2005 Estimated Male Population 50-54
Kitchener	164,589	16,692	34,482	55,826	14,706
Guelph	45,734	4,681	9,272	15,390	4,039
Stratford	11,071	1,143	1,992	3,458	1,055
London	168,850	16,957	33,357	53,789	15,424

Total Female Population by Metropolitan Area and Age

Census Metropolitan Area	2005 Estimated Female Population Age 20+	2005 Estimated Female Population 20-24	2005 Estimated Female Population 25-34	2005 Estimated Female Population 35-49	2005 Estimated Female Population 50-54
Kingston	63,381	5,738	10,993	18,671	5,712
Guelph	48,454	4,584	9,031	15,482	4,204
Stratford	12,361	1,120	1,895	3,603	1,141

London	184,881	17,168	33,561	56,031	16,771
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