

# Rate Card 31

Effective until January 2011

EP&T Canada's Leading Electronics Publication

EP&T is published nine times per year including Electrosource. Rates are based on total amount of space used in 12 months from date of first insertion. Unfulfilled contracts will be short-rated back to the earned rate on completion of the contract year.

## Black and White Rates (All rates include digital edition)

	1X	4X	8X	9X	12X	16X	18X	21X
<b>Standard Page (7x10) or 1/2 Tabloid</b>	\$3995	\$3715	\$3540	\$3520	\$3470	\$3405	\$3370	\$3340
<b>2/3 Page (47/8x10) or 1/3 Tabloid</b>	\$3215	\$3030	\$2885	\$2865	\$2770	\$2710	\$2650	\$2600
<b>1/2 Page</b>	\$2265	\$2135	\$2035	\$2010	\$1955	\$1915	\$1875	\$1840
<b>1/3 Page</b>	\$1700	\$1600	\$1525	\$1515	\$1470	\$1440	\$1425	\$1385
<b>1/4 Page</b>	\$1245	\$1170	\$1115	\$1105	\$1070	\$1050	\$1035	\$1025
<b>3/4 Billboard</b>	\$5040	\$4900	\$4370	\$4340	\$4275	\$4190	\$4180	\$4165
<b>Tabloid Page</b>	\$5170	\$5060	\$4700	\$4680	\$4595	\$4530	\$4495	\$4450

**Net Express, Electroguide and Engineering White & Technical Papers** ..... see *SHOWCASE ADVERTISING* rate card  
**EP&T's Electrosource** ..... see *ELECTROSOURCE* rate card

All Sizes are based on standard magazine size (7x10). • Prices are in Canadian Dollars.



## Issue & Closings

Issue	Closing Date
January/February ..... 2010	November 27, 2009
March/April ..... 2010	February 5, 2010
May ..... 2010	March 26, 2010
June/July ..... 2010	April 30, 2010
August ..... 2010	June 25, 2010
September ..... 2010	August 6, 2010
October ..... 2010	September 3, 2010
November/December ... 2010	October 8, 2010

## Color Rates

- A. ICA (AAAA) red, blue, yellow, green or orange, per tabloid page or part thereof .....\$435
- B. Matched colors per tabloid page or part thereof .....\$650
- C. Four-color process: First tabloid page or part thereof .....\$1165
- D. Second and subsequent pages .....\$1060
- E. Metallic color: Please consult publisher.

## Special Positions

Preferred positions†	Earned frequency rate +15%
Outside back cover†	Earned frequency rate +25%
Front Cover Snipe	\$3695

† Noncancellable - Four color process only • No position guaranteed without premium.

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## Classified Advertisements

\$95 per column (2<sup>3/8</sup>) inch. Minimum \$95 charge. No agency commission. Box number \$20 extra. Bold face \$10 per word extra.

## Reprints

Contact EP&T for more information on reprinting articles, advertisements, etc.

## Inserts and Polybags

Contact publisher for rates. Single leaf inserts should allow 2<sup>3/4</sup>" deep lip for binding and include 1/4" at head for trim. Before printing, please check specifications with Production Manager for inserts or for placement in polybag.

## Commissions and Cash Discounts

- A. Agency commission: 15% of gross billing allowed to recognized advertising agencies on space, color and position. Commission is not allowed on other charges such as reprints, classified advertising and extra mechanical charges.
- B. Cash Discount: 3% of net (after agency commission).
- C. Cash Discount Date: 10 days following date of invoice.
- D. Accounts payable in Canadian Funds or equivalent at rate of exchange prevailing on date of payment. Payable at office of publication.

## Mechanical Requirements

Unit	Trim	Live Area
*Tabloid page	11" x 15 <sup>3/4</sup> "	10" x 15"

Unit	Ad Size	Live Area
*3/4 Billboard or	7 <sup>3/4</sup> " x 15 <sup>3/4</sup> " 11" x 10 <sup>3/4</sup> "	7" x 15" 10" x 10"

1/2 Tabloid	7 <sup>3/4</sup> " x 10 <sup>3/4</sup> "	7" x 10"
Standard page	7" x 10"	
2/3 Page	4 <sup>7/8</sup> " x 10"	
1/2 Vertical	3 <sup>3/8</sup> " x 10"	
1/3 Vertical	2 <sup>1/4</sup> " x 10"	
1/3 Tabloid		
Vertical	2 <sup>7/8</sup> " x 15 <sup>3/4</sup> "	2 <sup>1/2</sup> " x 15"
1/2 Island	4 <sup>7/8</sup> " x 7 <sup>1/4</sup> "	
1/2 Horizontal	7" x 4 <sup>7/8</sup> "	
1/3 Square	4 <sup>7/8</sup> " x 4 <sup>7/8</sup> "	
1/4 Page	3 <sup>3/8</sup> " x 4 <sup>7/8</sup> "	
1/4 Horizontal	4 <sup>3/4</sup> " x 3 <sup>3/8</sup> "	

Printing process: Offset web press,  
four-color process.

Binding Method: Saddle-stitched.

Halftone screen: 133 lpi

*\*Ads designed to bleed require 1/8" minimum bleed  
beyond trim size.*

## Digital Requirements

### Programs Supported (Mac based):

- Adobe InDesign, Acrobat PDF (PDFs files to be created for high-resolution printing), Photoshop, Illustrator and \*Quark Xpress.
- All native digital files supplied are to include all supporting documents (images, postscript and screen fonts)
- Provide a laser proof for B/W files and a color proof for color files

*\* Quark Xpress supplied files will be converted to PDFs.*

### Digital picture formats:

- EPS, TIFF or JPG
- 300 dpi Resolution
- CMYK or Grayscale

### Delivering files:

Your digital files can be delivered to us using one of the following:

1. Upload to FTP site at  
**www.ept.ca/upload/upload.asp**
2. Supplied on CD
3. Email\* to **graphics@ept.ca**

*\*Files coming through email cannot exceed a 5MB maximum.*



# General information

- A. All advertising copy subject to approval of the publisher. EP&T reserves the right to reject or exclude any advertising which in its opinion is inappropriate or incompatible with this publication.
- B. Advertisers and their agencies assume liability for all content (including text, illustrations and any representations) of advertisements printed and will also indemnify, defend & hold Business Information Group harmless for any claims arising therefrom against the publisher.
- C. Advertisers and their agencies agree that EP&T shall be under no liability for failure on their part for any cause to insert any advertisement. The publisher is not liable for any delays in delivery or non delivery caused by any condition beyond the control of the publisher.
- D. Rates are subject to change without notice.
- E. All advertisements are accepted and published by Business Information Group on the understanding that the agency and/or advertiser are authorized to publish the entire contents and subject matter thereof.
- F. The advertiser agrees to pay in addition any taxes on total advertising billing that may be levied against Business Information Group.
- G. Publishers are not bound by any conditions, printed or otherwise, appearing on copy instructions or contracts when they conflict with policies covered by this rate card.
- H. The word "Advertisement" may be placed above any advertisement which in the opinion of the publisher resembles editorial.