

Rate Card 27

Effective for 2011 edition

ELECTROSOURCE Year-long advertising exposure



Electrosourse offers an array of features unmatched by any reference guide.

- Year-long advertising exposure.
- Published early in year to coincide with the calendar year.
- Composed of completely new product listings on the most up-to-date electronic products available.
- Emphasis on both manufacturers and representatives/distributors.
- A wider selection of advertising sizes and prices. A number of ads in Electrosource can be less expensive than a single ad in another directory.
- Has the look and feel of a directory, not a magazine.
- Three distinct, comprehensive sections.

Section 1 - White Pages

Alphabetical list of suppliers and distributors on uncoated stock,
(2 columns each 3 1/2" wide)

| | | |
|--|--------------------|---------------------|
| Headliners and Footliners | 7 1/4" x 1"..... | \$675 per insertion |
| Mini-banners 7-lines | 3 1/2" x 1"..... | \$390 per insertion |
| Mini-banners 5-lines | 3 1/2" x 3/4"..... | \$335 per insertion |
| Logos | 3 1/2" x 5/8"..... | \$175 per insertion |

Distributor and Manufacturers' Representative Line Cards

7 1/2" x 10".....\$1830 Black & white as a full page only.

Limitations - Section 1

Headliners, footliners, mini-banners and company logos only are allowed in section 1. All ads for this section are created by publisher at no extra cost, except for logos for which artwork should be supplied by the advertiser. Mini-banners are placed immediately above or below the advertiser's listing. Headliners and footliners appear at the top or bottom of the page on which the advertiser's listing appears, subject to availability.

Section 2 - Yellow Pages - Black & White Rates

| | 1X | 2X | 3X | 4X | 5X | 6X | 9X | 12X |
|--|--|--------|--------|--------|--------|--------|--------|--------|
| 2/3 Page (4 3/4" x 9 3/4") | \$3310 | \$3140 | \$2970 | \$2830 | \$2570 | \$2495 | \$2415 | \$2350 |
| 1/2 Page (4 3/4" x 7 1/4") or (7 1/4" x 4 3/4") | \$2330 | \$2320 | \$2180 | \$2105 | \$2080 | \$2015 | \$1965 | \$1890 |
| 1/3 Page (2 1/4" x 9 3/4") or (4 3/4" x 4 3/4") | \$1755 | \$1710 | \$1670 | \$1615 | \$1580 | \$1525 | \$1480 | \$1450 |
| 2/9 Page (2 1/4" x 6 3/8") or (4 3/4" x 3 1/8") | \$1615 | \$1515 | \$1410 | \$1340 | \$1305 | \$1280 | \$1245 | \$1210 |
| 1/6 Page (2 1/4" x 4 3/4") | \$1110 | \$1075 | \$1035 | \$990 | \$950 | \$930 | \$900 | \$875 |
| 1/9 Page (2 1/4" x 3 1/8") | \$940 | \$895 | \$835 | \$810 | \$780 | \$750 | \$725 | \$710 |
| 1/12 Page (2 1/4" x 2 1/4") | \$735 | \$685 | \$650 | \$620 | \$595 | \$575 | \$555 | \$545 |
| Catalog Page (7 1/2" X 10) | Black and white on uncoated stock as full page only \$1875 | | | | | | | |



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Run-Of-Book – Coated Stock

(May be combined with EP&T for frequency rates.)

Full page ads only.

Glossy, coated stock.

7 1/2" x 10" (black & white) \$4015

A. ICA (AAAA) red, blue, yellow, green

or orange, per page or part thereof extra \$425

B. Matched colors per page or part thereof extra \$635

C. Four-color-process: first page or part thereof \$1060

D. Metallic colors: please consult the publisher.

Covers (noncancellable)

1st cover not sold

2nd and 3rd cover, Four-color only extra 15%

4th cover, Four-color only extra 25%

Front cover snipe \$3595

Position Charges

Special positions extra 15%

Net Source

A special section comprised of Internet home-pages, either in a half page or full page size.

Four-colour process is included as well as artwork in the Net Source format.

1/2 Page \$1960

Standard Page \$3635

Inserts

Check with publisher for requirements.

Closing Dates

Early closing - October 22, 2010

Insertion orders received with final material are entitled to a 5% discount of your gross advertising rate.

Final closing date - November 26, 2010

Standard rates apply.

Published February 2011

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.

Mechanical Requirements

Company alphabetical section (Manufacturers Reference Guide)

Number of columns: 2, width 3 1/2"

Sectional dividers, Line card, Catalog sections

*Standard page 7 1/2" x 10"

Product section

Number of columns: 3, width: 2 1/4"

Trim size: 8 1/4" x 10 11/16"

Live Area: 7 1/2" x 10"

Printing process: Offset web

Binding method: Perfect bound

Halftone screen: 120 lpi

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



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.