

Display Advertising (Gross Rates)

4-colour	1x	3x	6x
DPS	\$9,565	\$9,090	\$8,635
Full page	5,625	5,345	5,080
1/2 page Island	4,780	4,540	4,315
1/2 page Hor.	4,220	4,010	3,810
1/3 page Vert.	3,655	3,475	3,300
1/4 page	3,095	2,940	2,795
1/6 page	1,690	1,605	1,525
Black & White	1x	3x	6x
DPS	\$7,280	\$6,915	\$6,570
Full page	4,045	3,845	3,655
1/2 page Isl	3,035	2,885	2,740
1/2 page Hor.	2,630	2,500	2,375
1/3 page Vert.	2,025	1,925	1,830
1/4 page	1,620	1,540	1,465
1/6 page	1,215	1,155	1,100
Covers	1x	3x	6x
IFC/IBC	\$6,750	\$6,415	\$6,095
OBC	7,030	6,680	6,345

Advertorials

1-page	2-page	3-page	4-page
\$6,690	\$12,045	\$17,060	\$21,410

Advertorial package includes 4-colour design.
Reprints available at additional cost.

Inserts

Insert costs available on request (please provide sample or weight estimate).

Cross-Marketing Opportunities

Custom packages available upon request for combination print/online campaigns.

Dimensions (Inches)

Trim page	8.125 x 10.875
Bleed page	8.375 x 11.125
Live area	7.0 x 10
1/2 page Island	4.45 x 7.0
1/2 page horizontal	6.75 x 4.25
1/3 page vertical	2.139 x 9.583
1/4 page	3.30 x 4.25
1/6 page	2.139 x 4.333
DPS trim	16.25 x 10.875

Mechanical Requirements

Electronic Material: Digital files only. **PDF/X-1a files are preferred.**

Alternate acceptable formats include: Macintosh format, QuarkXPress 7, InDesign CS3, Illustrator CS3, Photoshop CS3 (or earlier). Include all fonts and high-resolution images (300 dpi files for best resolution) in TIFF or EPS format (**CMYK only**). **To ensure the accuracy of all advertisements, a full-size colour proof must be provided.**

Publisher shall not be liable for any advertisements received without a colour proof.

File transfer media: DVD, CD, FTP or email. Smaller files can be e-mailed up to a maximum file size of 10MB.

Send to design@dvtail.com

FTP Site: <ftp.dvtail.com>. Please send an email to ftp@dvtail.com for password information for the Summit FTP site.

Design Services: Complete design services are available at an additional charge. For details, please contact: Roberta Dick, robertad@dvtail.com or Sara Forget, sforget@dvtail.com or Crystal Himes, chimes@dvtail.com Ph: 905.886.6640

Terms & Conditions

Agency Commission: Fifteen per cent (15%) of gross to recognized agencies.

Terms: Net 30 days. Two per cent (2%) per month interest on overdue accounts.

Goods & Services Tax: Our published rates do not include the GST. Five per cent (5%) will be added to invoices and clearly identified.

Publisher Conditions: **Advertising material is subject to approval by the publisher. Cancellations and space changes not accepted after closing date.** If an advertiser's contract is not fulfilled as specified, the advertiser agrees to pay the resulting short rates back to the best earned space rate applicable.

Mail or fax contracts/insertion orders to:

Dovetail Communications Inc.
30 East Beaver Creek Road, Suite 202
Richmond Hill, ON L4B 1J2

Tel.: 905.886.6640
Fax: 905.886.6615

E-mail: general@dvtail.com
Web site: www.dvtail.com