

2006 Rate Card

Mechanical Requirements

Printing Process: Web Offset

Binding Method: Saddle-Stitched

Trim Size: 8.375 x 10.75

Filmless Printing: *Victoria* Magazine publishes in a filmless printing environment. **We do not accept film as final material.** All ads must be provided in a digital environment and the information regarding this follows.

Electronic files: To produce the high quality which our publications provide, all **photography and illustrations must be scanned at no less than 300dpi, saved and colour corrected as CMYK files-no spot colours.** Digital photography is used at the advertiser's risk, and the publisher is not responsible for the color quality of low-res images. **Line art must be scanned at 600-1200dpi.**

THE PUBLISHER IS NOT RESPONSIBLE FOR THE COLOUR QUALITY OF INCORRECTLY PRODUCED FILES.

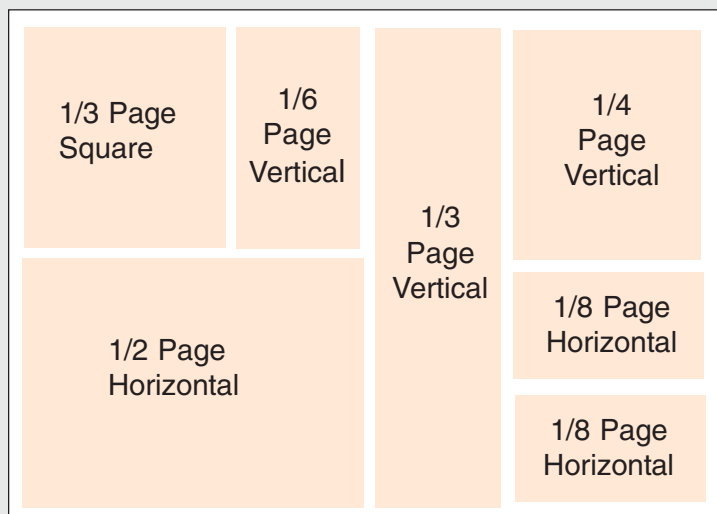
Ad Creation: All ad dimensions are listed to the right.

Victoria Magazine can accept final **HIGH-RES MACINTOSH or PC PDF files** (Be sure of your job settings before you submit a PDF) OR, if submitting application files, they must be provided in a format utilizing the following: **Quark 5 or lower, Pagemaker 7.0 or lower, Illustrator 9 or lower, or Photoshop 5.5 or lower.**

NOTE: True Type fonts are not recommended. Do not apply **bold or italic using styles in Quark.** This is a bug in the program and will not RIP at the end of the process. Again all art must be provided scanned at 300 dpi; line art at 600-1200 dpi. Using a "flightcheck" program is the BEST method of gathering these files. Please provide files on CD or zip disk.

PRESENTATION SOFTWARE SUCH AS MICROSOFT PUBLISHER AND MICROSOFT POWERPOINT ARE NOT USABLE AND WILL NOT BE ACCEPTED.

Proofs: A hi-res colour proof must be provided for 4-colour ads, and a grayscale proof must be provided for one-colour



Sample ad sizes above. Other sizes and orientations are available. See table at right.

4-Colour Rates (black + cyan + magenta + yellow)

	1x	2x	4x
Full Page	\$4,595	\$4,130	\$3,670
2/3 Page	\$3,640	\$3,270	\$2,910
1/2 Page	\$2,940	\$2,650	\$2,350
1/3 Page	\$1,930	\$1,740	\$1,540
1/4 Page	\$1,700	\$1,530	\$1,360
1/6 Page	\$1,260	\$1,130	\$1,000
1/8 Page	\$ 940	\$ 840	\$ 750
2-Page Spread	\$8,000	\$7,200	\$6,400
Covers (Premium Position)			
Back Cover	\$5,280	\$4,750	\$4,220
Inside Front/Back	\$5,050	\$4,550	\$4,040

All rates do not include GST.

Inserts: Quoted on request. Inserts not meeting postal requirements will be charged applicable postal surcharge. Inserts are non-commissionable.

Production: Ad design and modifications provided free or at nominal cost, depending upon complexity of the ad and availability of photography.

ISSUE	SPECIAL COVERAGE	SPACE RESERVE DATE
Spring 2006	Downtown Business	4/1
Fall 2006	Fashion & Beauty	8/1
Winter 2007	Remodeling	11/1
Spring 2007	Great Outdoors	2/1
Summer 2007	Taste of Victoria	5/1

Ad Sizes (inches)	Width	Height
Full page (trim size) *	8.125 x	10.875
Full page (bleed)	8.375 x	10.75
Full page non-bleed (live area)	7.000 x	10.000
2/3 page Vertical	4.625 x	9.875
1/2 page Horizontal	7.125 x	4.875
1/2 page Vertical	4.625 x	7.000
1/3 page Square	4.625 x	4.875
1/4 page Vertical	3.625 x	4.625
1/8 page Horizontal	3.625 x	2.250
1/6 page Vertical	2.250 x	4.875
1/12 page Square	2.250 x	2.25
Spread Trim	16.25 x	10.875
Spread Bleed	16.50 x	11.125

*ALL BLEEDS MUST EXTEND 1/8" BEYOND THE TRIM.

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