The Canadian Die Caster 2010 Print Ad Rate Sheet

- **Please note: this is a FULL-COLOUR magazine. Black and white and spot colour ads are welcome and can be designed for you as well but are not subject to discounted rates.**
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- **SPRING ADVERTISING DEADLINE: March 31/10**

NB: Standard Page Size, Trimmed: 8.375 inches x 10.875 inches

Size	1 X cost	2 X cost
Business Card (1/8 Page)	$390	$340
¼ Page	$490	$440
⅓ Page	$630	$580
½ Page	$900	$800
½ Island	1,100	1,000
Full	$1,300	$1,200
Outside Back	$2,800	$2,700
Inside Front	$2,600	$2,500
Inside Back	$2,600	$2,500
DPS	$2,300	$2,200

- **3 X additional 5 per cent discount off 2 X cost**
- **4 X additional 10 per cent discount off 2 X cost**
- **Members receive a 10 per cent discount on all ads**
- **Guaranteed position – add 15 per cent**
- **$75/hour, one hour minimum, we will design an ad to your specifications**
- **Translation services available (to be quoted)**
- **Request for proofs – $75**

Notes:

1. All photographs, logos or other provided design elements must be 300 dpi, B/W or CMYK, and must meet Canadian Die Casters Association ad specs.

2. All text is to be provided for typesetting in both English and French as may be required.

3. Author's changes to text after it has been submitted will be billed at $75/hour, one hour minimum.

4. Changes and repairs to client prepared ads will be done on the basis of $75/hour, one hour minimum fee, providing material to be amended is in an electronic file format that we can use.

Thank you for your business!