

## Advertising Rates

Advertisement Size	Width	Height	Single Issue Insertion Rate	Annual Insertion Rate
Full Page Bleed	8.75"	11.25"	\$1,000.00	\$5,000.00
Full Page	8.50"	11.00"	\$1,000.00	\$5,000.00
Two Third Page (vertical)	4.96"	9.50"	\$875.00	\$4,400.00
Two Third Page (horizontal)	7.50"	6.18"	\$875.00	\$4,400.00
Half Page (island)	4.96"	6.18"	\$700.00	\$3,450.00
Half Page (horizontal)	7.50"	4.72"	\$700.00	\$3,450.00
One Third Page (vertical)	2.40"	9.50"	\$525.00	\$2,550.00
One Third Page (horizontal)	7.50"	3.18"	\$525.00	\$2,550.00
One Third Page (square)	4.96"	4.72"	\$450.00	\$2,175.00
One Quarter Page	3.66"	4.72"	\$400.00	\$1,725.00
One Sixth Page (vertical)	2.40"	4.72"	N/A	\$825.00
One Sixth Page (horizontal)	4.96"	2.27"	N/A	\$825.00
One Column Square	2.40"	2.27"	N/A	\$450.00
Directory	2.40"	1.37"	N/A	\$350.00

## Advertisement Conditions

- Rates quoted are guaranteed until the end of the year.
- All rates apply to both colour and black & white reproduction.
- HST is added on to all advertisement rates.
- A \$25.00 fee for revisions to current advertisements
- One time set up fee of \$50.00 for new advertisements One Third Page or less.
- One time set up fee of \$75.00 for new advertisements greater than One Third Page.
- No extra charge for Full page Bleed.
- Agency discounts available upon request.
- Dated announcements should be submitted well in advance. Call Brian Smith to discuss.

All new advertisements and revisions to existing advertisements are required in digital format. Please be prepared to forward hard copy originals as back-up. Digital files should be in TIF (300dpi), EPS (type converted to outlines) or PDF (High Quality Print) file formats, or InDesign documents (no PC fonts please). Any questions or concerns regarding dimensions, digital reproductions and transmission of advertisements should be directed to: **Brian Smith** at (416) 443-0734 or [blsmith@istar.ca](mailto:blsmith@istar.ca).

Questions concerning contracts and pricing should be directed to: **Robert Fraser**, Manager of Finance & Administration at (416) 483-1873 ext. 224 or [finance@ontarioplanners.on.ca](mailto:finance@ontarioplanners.on.ca).

Questions concerning editorial content should be directed to: [editor@ontarioplanners.on.ca](mailto:editor@ontarioplanners.on.ca).