

# RATES PER INSERTION

## FOUR-COLOUR DISPLAY ADS

(indicate size and frequency)

SIZE	FREQUENCY			
	1x	3x	4x	6x
<b>REGULAR POSITION</b>				
Full Page	<input type="checkbox"/> \$2,450	<input type="checkbox"/> \$2,083	<input type="checkbox"/> \$1,899	<input type="checkbox"/> \$1,800
2/3 Page	<input type="checkbox"/> \$2,021	<input type="checkbox"/> \$1,718	<input type="checkbox"/> \$1,566	<input type="checkbox"/> \$1,415
1/2 Page Horizontal	<input type="checkbox"/> \$1,715	<input type="checkbox"/> \$1,458	<input type="checkbox"/> \$1,329	<input type="checkbox"/> \$1,201
1/3 Page Vertical	<input type="checkbox"/> \$1,225	<input type="checkbox"/> \$1,041	<input type="checkbox"/> \$949	<input type="checkbox"/> \$858
1/4 Page	<input type="checkbox"/> \$980	<input type="checkbox"/> \$833	<input type="checkbox"/> \$760	<input type="checkbox"/> \$686
<b>SPECIAL POSITION</b>				
Inside Front Cover Spread	<input type="checkbox"/> \$4,741	<input type="checkbox"/> \$4,030	<input type="checkbox"/> \$3,674	<input type="checkbox"/> \$3,319
Double Page Spread	<input type="checkbox"/> \$4,533	<input type="checkbox"/> \$3,853	<input type="checkbox"/> \$3,513	<input type="checkbox"/> \$3,173
Back Cover	<input type="checkbox"/> \$3,036	<input type="checkbox"/> \$2,602	<input type="checkbox"/> \$2,373	<input type="checkbox"/> \$2,144
Inside Front Cover	<input type="checkbox"/> \$2,818	<input type="checkbox"/> \$2,395	<input type="checkbox"/> \$2,184	<input type="checkbox"/> \$1,972
Inside Back Cover	<input type="checkbox"/> \$2,573	<input type="checkbox"/> \$2,187	<input type="checkbox"/> \$1,994	<input type="checkbox"/> \$1,801
1/2 Page Spread	<input type="checkbox"/> \$2,744	<input type="checkbox"/> \$2,332	<input type="checkbox"/> \$2,127	<input type="checkbox"/> \$1,921
<b>COWBOY MARKET</b>				
1/24 Page	-	-	<input type="checkbox"/> \$96	<input type="checkbox"/> \$82
1/12 Page	-	<input type="checkbox"/> \$182	<input type="checkbox"/> \$166	<input type="checkbox"/> \$157
1/6 Page	<input type="checkbox"/> \$429	<input type="checkbox"/> 364	<input type="checkbox"/> \$332	<input type="checkbox"/> \$300
1/3 Page	<input type="checkbox"/> \$817	<input type="checkbox"/> \$694	<input type="checkbox"/> \$475	<input type="checkbox"/> \$572

### INSERTION IN ISSUES: (indicate issue)

YEAR	FEB/MAR	APR/MAY	JUN/JUL	AUG/SEP	OCT/NOV	DEC/JAN
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Your ad will be inserted in the issues indicated above and invoiced at the insertion rate indicated below.

Frequency: \_\_\_\_\_

Rate per Insertion: \_\_\_\_\_

Production/Other Costs per Insertion: \_\_\_\_\_

**TOTAL COST PER INSERTION:** \_\_\_\_\_

Applicable G.S.T. will be charged on all space and production charges. (GST# R 105133888)

### FORM OF PAYMENT

Cheque     Visa     Master Card     Pre-authorized Chequing

I would like to be billed monthly (Visa/Master Card/PAC plan only)

Card No \_\_\_\_\_ Expires \_\_\_\_\_

Signature \_\_\_\_\_

### AUTHORIZATION

I do hereby certify that I am duly authorized and acting agent of the firm named above and that I am authorized to make and execute this agreement for advertising & production on its behalf.

Advertiser: \_\_\_\_\_ signature \_\_\_\_\_ date \_\_\_\_\_

Accepted by: \_\_\_\_\_ Publisher: \_\_\_\_\_

### CONTACT INFORMATION

Company: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

Postal Code: \_\_\_\_\_ Province: \_\_\_\_\_

Telephone: ( \_\_\_\_\_ ) \_\_\_\_\_

Fax: ( \_\_\_\_\_ ) \_\_\_\_\_

Email: \_\_\_\_\_

### COMMENTS

\_\_\_\_\_  
 \_\_\_\_\_

Salesperson: \_\_\_\_\_

### TERMS & CONDITIONS

- DEPOSIT** Single Insertion – 20% + production on insertion order. Multi-Insertions – 50% + production of last insertion amount prepaid on insertion order will be credited to the last insertion on the agreement.
- INVOICING** All insertions less than \$499 payable upon order. \*Cheque, Visa & MC.
- SHORT RATE** Rates are based on total amount of space used in 12 months from date of first insertion. Advertisers will be short-rated if they do not use amount of space upon which their billing has been based. Rebates will be given if advertisers use sufficient additional space to earn a lower rate than that which they have been billed.
- We reserve the right to cancel future advertisements for non-payment in which case the advertiser will be required to pay the adjusted rate earned on previous advertisements.
- CANCELLATIONS** must be received in writing prior to the space reservation closing date or cancellation will not be accepted.
- The publisher reserves the right to place editorial features and listings as it deems feasible; any errors or omissions in the editorial content shall have no bearing on paid advertising. The limit of liability for any publisher's errors in the editorial content will be limited to correction in the next insertion.
- Limit of liability for publisher's errors is the cost of the advertisement.
- Customers and advertising agencies assume full liability for all content of advertisements and also assume full responsibility for any and all claims arising there from against the publisher.
- Customer and/or advertiser agrees that Tanner Young Marketing Ltd. will be under no liability for failure to insert advertisement.
- All advertising copy is subject to approval of the publisher.
- Publisher reserves the right to make such revisions in rates on this contract as may be necessitated by economic conditions on 30 days notice. If a rate revision is made under this clause, and is not accepted by the advertiser, the latter may cancel the contract without short-rate adjustment.
- AD MATERIAL** When the ad material is not received by the ad material due date, the most current previous ad on file will be placed and you will be billed as per contract.
- This agreement is not valid until accepted by the publisher.
- Applicable G.S.T. will be charged on all space and production charges. (GST# R 105133888)

**INITIAL**  
 \_\_\_\_\_

**Please fax (780 448 0424) or mail completed insertion order to Tanner Young Publishing Group**

**PLEASE KEEP A COPY FOR YOUR RECORDS**