

2008 DEADLINES

January / February
 Sales Deadline: Nov 23, 2007
 Material Deadline: Nov 30, 2007
 Street Date: Dec 28, 2007
March / April
 Sales Deadline: Feb 1, 2008
 Material Deadline: Feb 9, 2008
 Street Date: Feb 29, 2008
May / June
 Sales Deadline: Mar 28, 2008
 Material Deadline: April 4, 2008
 Street Date: April 30, 2008
July / August
 Sales Deadline: May 30, 2008
 Material Deadline: Jun 6, 2008
 Street Date: Jun 30, 2008
September / October
 Sales Deadline: Aug 1, 2008
 Material Deadline: Aug 8, 2008
 Street Date: Aug 29, 2008
November / December
 Sales Deadline: Sep 26, 2008
 Material Deadline: Oct 3, 2008
 Street Date: Oct 30, 2008

FOUR COLOUR PROCESS DISPLAY ADS

| Ad Item: | 1 Issue (2 Months) | 3 Issues (6 Months) | 4 Issues (8 Months) | 6 Issues (12 Months) |
|---------------------|-----------------------|------------------------|------------------------|-------------------------|
| Full Page | \$3,440 | \$2,925 | \$2,750 | \$2,410 |
| 2/3 Page | \$2,840 | \$2,415 | \$2,275 | \$1,990 |
| 1/2 Page Island | \$2,675 | \$2,275 | \$2,140 | \$1,875 |
| 1/2 Page Horizontal | \$2,400 | \$2,040 | \$1,920 | \$1,680 |
| 1/3 Page | \$1,725 | \$1,465 | \$1,380 | \$1,205 |
| 1/6 Page | \$1,025 | \$870 | \$820 | \$715 |
| 1/12 Page | \$690 | \$585 | \$550 | \$485 |

BLACK & WHITE DISPLAY ADS

| Ad Item: | 1 Issue (2 Months) | 3 Issues (6 Months) | 4 Issues (8 Months) | 6 Issues (12 Months) |
|---------------------|-----------------------|------------------------|------------------------|-------------------------|
| Full Page | \$3,096 | \$2,630 | \$2,475 | \$2,170 |
| 2/3 Page | \$2,556 | \$2,175 | \$2,045 | \$1,790 |
| 1/2 Page Island | \$2,410 | \$2,048 | \$1,925 | \$1,685 |
| 1/2 Page Horizontal | \$2,160 | \$1,836 | \$1,728 | \$1,512 |
| 1/3 Page | \$1,555 | \$1,320 | \$1,244 | \$1,090 |
| 1/6 Page | \$925 | \$785 | \$740 | \$650 |
| 1/12 Page | \$621 | \$525 | \$495 | \$435 |

PREMIUM DISPLAY AD POSITIONS & SIZES

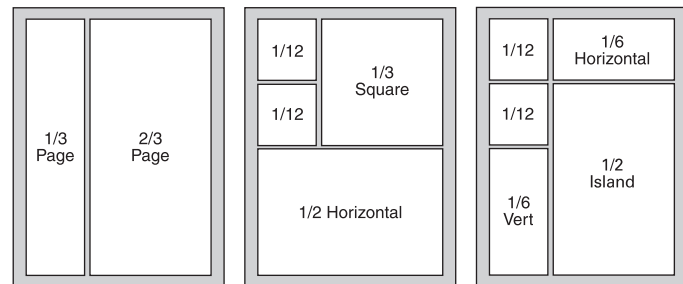
| Ad Item: | 1 Issue (2 Months) | 3 Issues (6 Months) | 4 Issues (8 Months) | 6 Issues (12 Months) |
|--------------------|-----------------------|------------------------|------------------------|-------------------------|
| Outside Back Cover | \$4,128 | \$3,715 | \$3,508 | \$3,096 |
| Inside Front Cover | \$3,785 | \$3,405 | \$3,215 | \$2,838 |
| Inside Back Cover | \$3,785 | \$3,405 | \$3,215 | \$2,838 |
| Double Page Spread | \$5,848 | \$5,265 | \$4,970 | \$4,386 |

- Prices are per issue, net, plus applicable taxes.
- Prices are effective November 1, 2007. Prices subject to change.

MATERIAL SPECIFICATIONS

| AD SIZES | NON-BLEED | TRIM | WITH BLEED |
|---------------------|-----------------|-----------------|-----------------|
| | W x D | W x D | W x D |
| Double Page Spread | 15.25" x 10" | 16.25" x 10.75" | 16.75" x 11.25" |
| Full Page | 7.125" x 9.875" | 8.125" x 10.75" | 8.625" x 11.25" |
| 2/3 Page | 4.625" x 9.875" | | |
| 1/2 Page Horizontal | 7.125" x 4.875" | | |
| 1/2 Page Island | 4.625" x 7.375" | | |
| 1/3 Vertical | 2.25" x 9.875" | | |
| 1/3 Square | 4.625" x 4.875" | | |
| 1/6 Vertical | 2.25" x 4.875" | | |
| 1/12 Page | 2.25" x 2.361" | | |

AD SIZES



INTERNET ADVERTISING

Enhanced Listing*

*Enhanced Listings are sold and billed annually

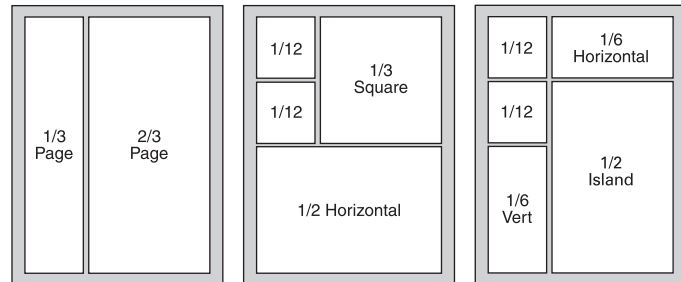
| | | |
|-------------|----------------|-------------------------|
| Leaderboard | Size 728 x 90 | Rate: \$25/m, (min 40m) |
| Skyscraper | Size 160 x 600 | Rate: \$25/m, (min 40m) |
| Big Box | Size 300 x 250 | Rate: \$30/m, (min 40m) |

Rate: \$449/ year

MATERIAL SPECIFICATIONS

| AD SIZES | NON-BLEED | TRIM | WITH BLEED |
|---------------------|-----------------|-----------------|-----------------|
| | W x D | W x D | W x D |
| Double Page Spread | 15.25" x 10" | 16.25" x 10.75" | 16.75" x 11.25" |
| Full Page | 7.125" x 9.875" | 8.125" x 10.75" | 8.625" x 11.25" |
| 2/3 Page | 4.625" x 9.875" | | |
| 1/2 Page Horizontal | 7.125" x 4.875" | | |
| 1/2 Page Island | 4.625" x 7.375" | | |
| 1/3 Vertical | 2.25" x 9.875" | | |
| 1/3 Square | 4.625" x 4.875" | | |
| 1/6 Vertical | 2.25" x 4.875" | | |
| 1/12 Page | 2.25" x 2.361" | | |

AD SIZES



CONTACT & SHIPPING INFORMATION

where Edmonton Magazine
 #4, Parkwood Office Centre,
 9343 - 50 Street, Edmonton,
 Alberta T6B 2L5

Phone: 780.465.3362
Fax: 780.448.0424

EMAIL DELIVERY INFORMATION

Production Department requests that digital files sent via email be no larger than 5 MB in size. Please use compression software to avoid file corruption.

Contact traffic@tanneryoung.com

FTP SITE

Post files on the **where** Edmonton Magazine ftp site and email us confirmation the file name at

Host: ftp.worldweb.com

User ID: wedmftp

Password: *****

Please call traffic at 780.465.3362 ext. 310 or email traffic@tanneryoung.com for password.

Please name file(s) so that your business name is identifiable.

For example: BulovaAd_Jan08.qxd,

NOT: WHEREad3.qxd

All ads must be supplied as digital files. Acceptable file formats are Quark Xpress 4.0/5.0 or InDesign CS2 for application files, Adobe Illustrator CS2 or lower for art and logos and Photoshop CS2 or lower for images.

APPLICATION FILES

- Minimize number of steps used in graduations or blends
- Do not reduce images in Quark or InDesign, all images must be 100% in their final size
- Convert type to outlines for all Adobe Illustrator files
- All screen/printer fonts must be included with digital file(s) (fonts will be deleted after use)
- All support images must be converted to CMYK (**NO RGB**)
- Supply support images **high resolution (300 dpi)** as a TIFF or EPS, no JPEG
- All colours to be CMYK (**NO RGB or PANTONE® Process**)
- Do not nest EPS files into other EPS files
- Right reading, portrait, 100% size, no rotations
- Ensure trim, bleed and centre marks are visible
 - no marks included in the "live" area

PDF FILES

where Edmonton will accept CMYK, **high resolution (300 dpi at final size)**, print ready PDF files.

PROOFING REQUIREMENTS

- We will not be held responsible for poor colour reproduction when a proper colour proof is **NOT** supplied.
- Digital proofs **ONLY** such as Iris or Fuji Pictro are required by **where** magazine as a guide to colour reproduction.
- All digital proofs **MUST** be generated from final file format supplied to **where** Edmonton Magazine for reproduction.
- Colour lasers, tear sheets and black/white lasers are not acceptable for reference.

SPECIAL NOTES

- Digital proof **MUST** accompany all final file format delivered via email or posted to our FTP site.
- For bleed ads, all live matter must be kept a minimum of 1/2" away from the trim.
- Publisher reserves the right to crop 1/4" from either side of bleed ads to compensate for left or right-hand page.
- Changes to ad material will be made by the publisher only on written instruction from the agency or client, and all changes must be received at least 30 days prior to cover date. Proofs incorporating such changes will be sent to the agency or client for approval. Publisher assumes no responsibility for errors and omissions resulting from changes. **where** endeavours to comply with all advertiser's changes. However, the publication cannot be responsible for additional copy/design changes to client-approved final proofs.
- Publisher reserves the right to refuse any advertisement for any reason whether or not such matter has previously been accepted or published.
- All digital files, artwork, etc., will be destroyed by Publisher if not demanded within one year after last use.
- Late receipt of digital files or changes are subject to an additional charge of \$60.00.

where Edmonton Magazine will not assume any responsibility for advertising reproductions that do not conform to these requirements.

WHERE MAGAZINE RETAINS THE RIGHTS TO ALL DESIGNS DONE IN-HOUSE. ARTWORK CAN BE RELEASED TO CLIENTS FOR \$125.