

2015 Rates

Size	1x	2x	3x	4x	5x
DPS	3995	3715	3595	3390	3195
Full page	2350	2185	2115	1995	1890
1/2 page	1470	1365	1320	1250	1185
1/3 page	1060	985	950	900	860
1/4 page	830	770	740	710	685
1/6 page	595	550	535	515	485
Bus. Card	470	435	420	395	375
Inside Front	3300	3000	2700	2500	2100
Inside Back	3300	3000	2700	2500	2100
Outside Back	3600	3400	3200	2950	2650

Rates are for space only and assume advertiser supplies ad material.

Advertorials: Running an advertorial can complement your ad campaign by giving readers more details about a product or service you want to showcase. Or you may just want to tell them more about what makes your company great. See insert or ask your sales rep for details.

Artwork/Design Services

NEW ADS: Full page ad - \$100; all other ad sizes - \$75 **EXISTING ADS:** \$35 art charge will be applied for any changes.
On all new and existing ads, a maximum of two proofs will be provided. Beyond that a \$25 charge per change will apply.

2015 Deadlines

Issue	Closing Date	Distribution
March/April	February 2	March
May/June	April 2	May
July/August	June 2	July
Fall	August 10	September
Winter	October 19	November

Notes

Payment Policy

For first-time advertisers, half payment is due with signed contract to establish credit. For established advertisers in good standing, invoices are rendered on publication date and are due within 30 days. Overdue accounts will be charged an additional 2% per month.

GST

5% GST will be added to all rates. 13% HST will be added to Ontario.

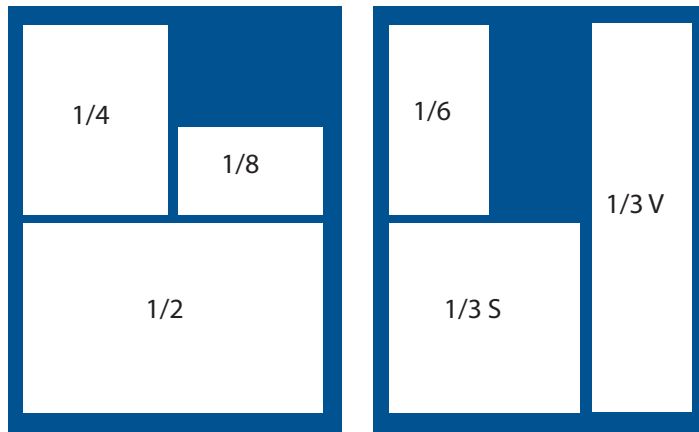
Fast Facts

- 2015 marks *The Cottager's* 24th year of publishing – proof the magazine is a trusted source for our readers.
- Published five times per year: March, May, July, September and November.
- *The Cottager* distributes 50,000 issues per year to cottage owners and stores in Manitoba and Northwestern Ontario, as well as select locations across Canada.
- The winter issue meets the needs of an increasing number of cottagers who enjoy life at the lake year-round.
- The majority of our loyal readers lock in for three-year subscriptions.
- 2015 features will continue to include readers through profiles of their cottages and the activities they enjoy in lake country.
- *The Cottager* magazine won the 2014 Manitoba Magazine Publishers' Association Best Editorial Feature award and was 1st runner-up for the People's Choice award for favourite Manitoba magazine.

For advertising information contact: Glenn Halgren 204-756-8381 Fax: 204-756-2662 sales@thecottager.com

Ad Sizes

Ad	Width	Depth
DPS (no bleed)	15.5"	9.5"
DPS (bleed)	16.75"	11"
Full page (no bleed)	7.375"	9.5"
Full page (including bleed)	8.625"	11"
1/2 page	7.375"	4.625"
1/3 page square	4.875"	4.625"
1/3 page vertical	2.25"	9.5"
1/4 page	3.5"	4.625"
1/6 page	2.25"	4.625"
1/8 Business Card	3.5"	2"



A .25" safety margin in from trim edge on all live matter is recommended.

Artwork Requirements

Media: Mac formatted

Preferred Layout Applications: InDesign is preferred. PDF, TIFF, EPS and Quark files are acceptable. Ads created in Illustrator must be saved as EPS, and those created in Photoshop should be saved as a TIFF or high resolution JPEG file. PDF files must be saved in a print format (high resolution, with embedded fonts). **ADS IN A WORD DOCUMENT ARE NOT ACCEPTABLE.**

Element Formats: Acceptable photo formats are: TIFF, EPS, JPEG. Ensure all images are at a resolution of 300 ppi/dpi at full size and are in CMYK (not RGB) mode. Graphics/images taken off of websites are **not** acceptable. Pantone colours must be in CMYK mode. No spot colours can be present in the file.

Fonts: Must be supplied.

File Transfer: Emailed PDF or JPEG files must be high resolution making them print suitable. When emailing files include all required fonts, images, scans, logos and artwork. Graphics should be saved as EPS files. Stuffing files to decrease size is acceptable. Ads may also be submitted on a CD or flash drive.

Email artwork or copy to:
smakus@mymts.net

Ads That Work

Generally, a good ad consists of a headline (4 to 8 words), one photo or illustration, body copy (amount appropriate to size of ad) a logo and contact information. The use of colour, the size of the ad, and the frequency of running the ad all contribute to a successful campaign.

Copy: It is not necessary to give the reader all of the details of your product or service. Your ad should get consumer interested so that they will contact you. When it comes to copy, less is definitely more. If *The Cottager* is making up your ad for you, copy must be supplied, and preferably emailed.

Layout: If you have some idea as to how you want your ad to look, please provide suggestions and or a sketch of your layout. We will design your ad and get your approval prior to the publishing deadline. Your co-operation in replying promptly to e-mailed or faxed layouts is greatly appreciated.

Ad Assembly: *The Cottager's* art department requires all of your ad's components prior to starting the layout and ensuring that it is approved prior to it being published.

A successful ad campaign is the result of the advertiser, the sales representative and the art department communicating well and working together.

For production information contact: Shelly Makus 204-253-8714 designer@thecottager.com