

2011 Rates

Size	1x	2x	3x	4x	6x	8x
DPS	3995	3715	3595	3390	3275	3195
Full page	2350	2185	2115	1995	1925	1890
1/2 page	1470	1365	1320	1250	1210	1185
1/3 page	1060	985	950	900	870	860
1/4 page	830	770	740	710	695	685
1/6 page	595	550	535	515	500	485
Bus. Card	470	435	420	395	385	375
Inside Front	3300	3000	2700	2500	2330	2100
Inside Back	3300	3000	2700	2500	2330	2100
Outside Back	3600	3400	3200	2950	2700	2650

NEW...“The Cube”: An added option for our business card section, the cube will measure 1.6875" x 2" and must be signed up for 4x at \$189 per issue.

Spring and Fall Advertorial Section: Great for new advertisers or existing advertisers with new products. Available in 1/4 page (business card sized ad or photo with 100 words text), 1/2 page (1/4 page ad with 250 words text) and full page (1/2 page ad with 500 words text) options. Ask your sales rep for details.

2011 Deadlines

Issue	Closing Date	Distribution
March/April	January 31	February 28
May/June	March 25	April 29
July/August	May 20	June 24
Fall	August 5	August 29

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.

Artwork & Services

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

A minimum \$75 art and layout charge will apply to all new ads. \$35.00 art charge may be applied for changes to existing ads.

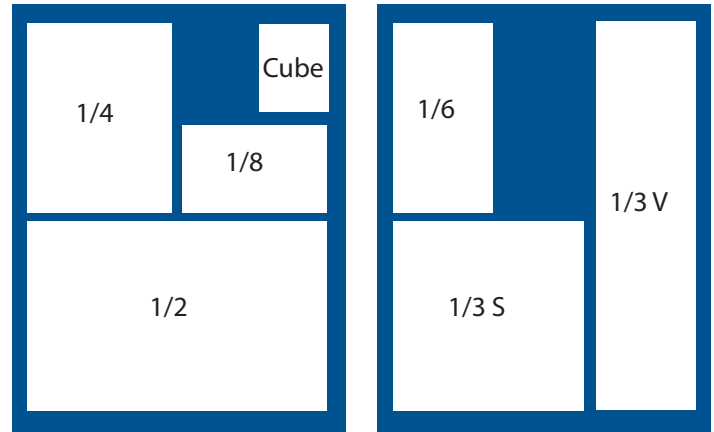
Fast Facts

- Distribution of 10,000 per issue to cottage owners
- According to our recent survey 3.5 readers per issue = More than 35,000 readers
- 4,900 are paid circulation and 5,100 are controlled to cottage owners
- Loyal Readers: Our readers lock in for 3 year subscriptions. They make time to read our magazine
- 20 years of publishing: *The Cottager* is established and readers trust our editorial
- Published 4x per year: March, May, July & September
- Newsstand Locations in Manitoba and Northwestern Ontario
- 75% of our readers visit an advertiser.
- Cottage owners buy for two properties
- 2011 Features will include: Real estate trends, entertaining at the lake, boating, recreation and renovating. *The Cottager* regular departments continue to feature favourite topics with design ideas for cottages, spotlights on different areas in cottage country and suggestions for do-it-yourself projects.

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"
Cube	1.6875"	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 Freehand or Illustrator must be saved as EPS, and those created in Photoshop should be saved as a TIFF or JPEG file. PDF files must be saved in a print format (high resolution, with embedded fonts).

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. Do not apply style attributes to basic fonts.

File Transfer: Ads to be supplied on a CD with a hard copy proof. E-mailed PDF files must be print suitable. When e-mailing files include all required fonts, images, scans, logos and artwork. Graphics should be saved as EPS files. Stuffing files to decrease size is acceptable.

Email artwork or copy to:
smakus@mts.net

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

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 e-mailed.

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 cooperation 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.

1/4 PAGE ADVERTORIAL OPTIONS

1/4 page with maximum 100 words, including contact information, and product visual.
\$665.00 plus GST



WICKER WORLD

With the world of outdoor living growing so rapidly, it is hard to keep up with changing styles and trends, and most importantly the quality of the product designed for these areas. We carry top of the line products. The whole strategy at our store is to give the absolute best product at prices below the market average. When you visit our 20,000 + square foot showroom you will find staff that are educated in all the products we sell. At Wicker World all our cushions are made to order, this means custom cushions for your furniture to suit your style. Visit us today in person, or on the web to view a small sampling of our products at: www.wicker-world.ca

120 McPHILLIPS ST. WINNIPEG, MB TOLL FREE 888.856.9003

1/4 page with maximum 100 words, and business card sized ad. Contact information on ad.
\$665.00 plus GST



ROBINSON RESIDENTIAL DESIGN INC.

Robinson Residential Design Inc was incorporated in 1996 by John Robinson who has been in the architectural design and drafting profession since 1977, after obtaining a diploma in Architectural Engineering Technology. He has developed a reputation as a specialist in residential design.

Rob Young serves as manager of our Stock Plan Division. For many years he has interacted with clients from all over North America helping them work through numerous questions related to building a new home from one of our stock plans. Rob has worked closely with each project that requires any custom design work. He is looking forward to sharing our new Urban Series with potential clients.

1/2 PAGE ADVERTORIAL OPTION

Maintenance Free... Recycled... and Affordable

All this, and made in CANADA too!!

Tired of Re-finishing that old Adirondack Chair? Don't want any more slivers? Well why not get the color you want, without all that maintenance.

Every time our customers come in our store to shop, they are immediately drawn to these vivid chairs. From the rust free stainless hardware to the UV inhibitors built into the moulds to help prevent fading, these 60+ pound chairs are not easily moved by the Manitoba winds.

Come in and get the matching End Tables, Ottomans, Bar Chairs and Headrests, be creative and mismatch the colors for fun!!

Being made in Canada with 90% recycled materials, these chairs are made to last. Backed by a 20-year warranty against breakage, it is no wonder they are a hit at home and the cottage.

Wicker World Home + Patio is the exclusive dealer in Manitoba for these products. Full display available to view in our newly expanded showroom!!

1/2 page with maximum 200 words.
Contact info not necessary if included in ad.
\$950.00 plus GST

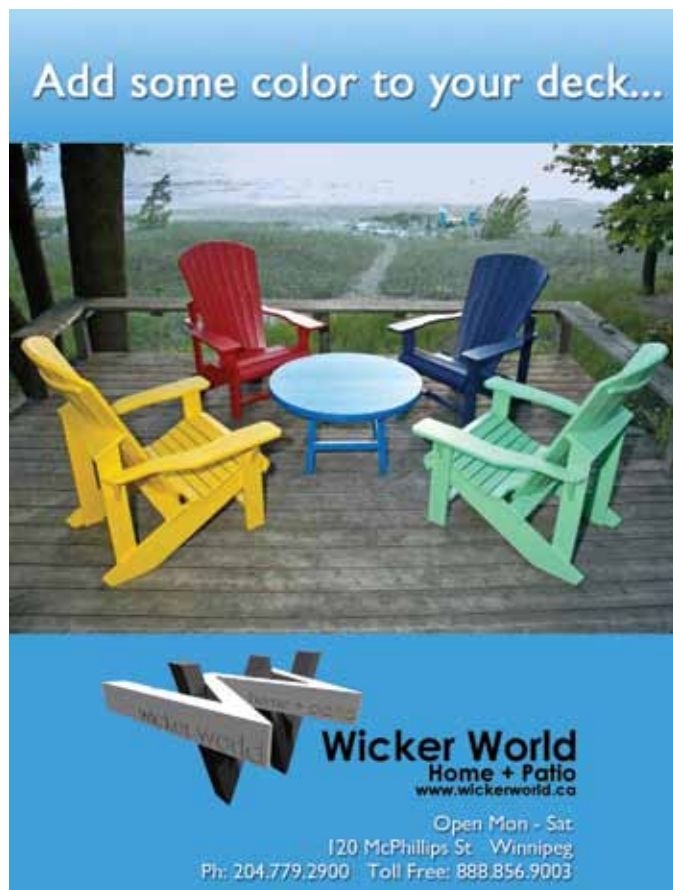
WICKER WORLD

HOME + PATIO

120 McPHILLIPS ST. WINNIPEG, MB

P. 204.779.2900

TOLL FREE 888.856.9003



Add some color to your deck...

Wicker World
Home + Patio
www.wickerworld.ca

Open Mon - Sat
120 McPhillips St. Winnipeg
Ph: 204.779.2900 Toll Free: 888.856.9003

FULL PAGE ADVERTORIAL OPTION

\$1495.00 plus GST

CUSTOM VAC

"2007 will be remembered as a year of extremes," said Brian Baker President of Custom Vac Limited. Weather conditions so extreme, that hospital operating rooms were shut down because air conditioning systems could not deal with the temperature and humidity conditions compromising sterile conditions. When hot weather arrives, it's tradition to flock to cottage country. Unfortunately this year people have been unable to escape the extreme weather. The result has been, hot, sweaty, sleepless nights. Mitsubishi (Mr. Slim) ductless air conditioning systems were designed for extreme world climates and allow you to truly enjoy your cottage for a longer part of the year.

"Ductless air conditioning in its simplest form is an air conditioner, that doesn't need ductwork to cool your home or cottage," said Baker. You have an indoor unit (cassette), outdoor unit (condenser), and interconnecting wiring and refrigerant lines that are run through a 3" (7.6 cm) hole. These units are so quiet you don't even know they are running. Many of you reading this article are listening right now to multiple noisy window or wall mount air conditioners that do not perform. To make matters worse they are inefficient, your operating additional fans to move air and each year you perform the annual cottage ritual of installing them in spring, removing them in the fall, cleaning and storing them through the winter. No more! Mr. Slim ductless air conditioners are very efficient and quiet.

With Eco Friendly ozone free R-410A refrigerant the energy efficiency for various cooling only models range from 13-SEER to 16-

SEER (SEER- Seasonal Energy Efficiency Ratio). But the good news doesn't stop there, by using a Mr. Slim heat pump (heating/cooling model) to heat your cottage you will be cool and comfortable all summer long and warm and cozy during those cooler spring and fall nights while reducing your heating energy consumption by up to 3.5 times compared to electric resistance heaters such as baseboard heaters. Mr. Slim heat pump models boast an 8.2-HSPF (Heating Season Performance Factor).

Baker said, "Mr. Slim ductless celebrated 25 years in North America and is not something new, even though many people have not heard of this technology before." It's essential that consumers do their homework because ductless air conditioning is unique and does require a higher skill set to ensure that performance is delivered. This is where Custom Vac differentiates itself, they keep pace with the changes in technology, codes and regulations, no small task today, but one that Custom Vac embraces through continuing education programs. "Everyone participates in Manufacturer's, Wholesaler's, or Industry Association sponsored post-trade training programs. The commitment we make to continued education is extremely important and allows us to continue to maintain the highest level of service and supply state-of-the-art products, said Baker.

In business since 1970 Custom Vac Limited has a strong desire and commitment to client service and is reflected in their slogan "A Reputation For Keeping Promises." Email them at custom@customvac.mb.ca or visit their extensive website at www.customvac.mb.ca or call today 204-775-7744.



**find total comfort,
anywhere**

Intelligence. Efficiency. On Demand.



Mr. SLIM

Enhance your life with the comfort and convenience of a Mr. Slim ductless heating and cooling system. Whether you want to enjoy your cottage year-round, or just feel comfortable in your home, there's a Mr. Slim solution that's right for you. Mr. Slim is unobtrusive, easy to install, cost-effective, and **uses up to 30% less energy than conventional systems.** So make the intelligent choice when it comes to your comfort. To learn more go to www.MitsubishiHVAC.ca

MR. SLIM DUCTLESS SYSTEMS ARE EQUIPPED WITH



**VCSi
TECHNOLOGY**

Achieve high-speed cooling or heating and always maintain accurate temperature control.

For more information on pricing and installation, please contact:

CUSTOM VAC LIMITED
"A Reputation for Keeping Promises"

1567 Logan Ave. Winnipeg, MB R3E 1S5
Tel.: 775-7744 or 772-5799 Fax: 774-8557
custom@customvac.mb.ca
www.customvac.mb.ca

MENTION THIS AD AND RECEIVE A **\$100 DISCOUNT**
(not valid with any other coupons)

  
"When installed by an Authorized HVAC Dealer."

MITSUBISHI ELECTRIC
Changes for the Better