

2012 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

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.

2012 Deadlines

Issue	Closing Date	Distribution
March/April	January 30	February 27
May/June	March 26	April 27
July/August	May 22	June 25
Fall	August 7	August 31

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

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.

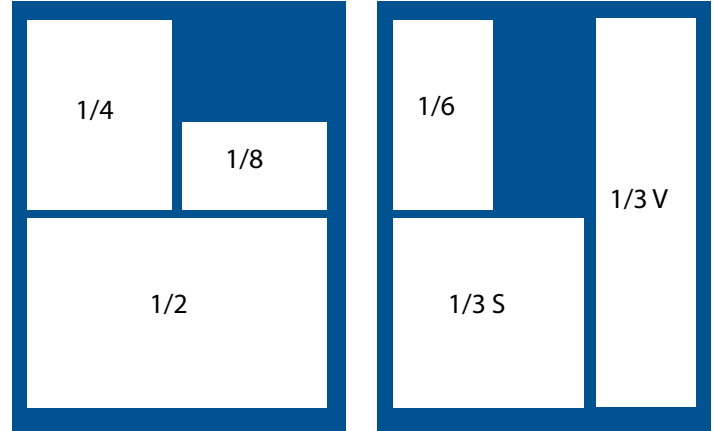
Fast Facts

- 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
- 21 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
- 2012 features will continue to cover topics that inform and entertain readers as they enjoy cottage life. Whether cottage owners like fishing, renovating, gardening or serving up dinner on the deck, we've got tips and advice from fellow cottagers and experts.

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 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

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.

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