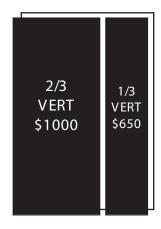
2014-15 Advertising Rate Card

ADVERTISING RATES				
Size of Ad	B/W	Spot Colour	4 Colour	
Back Cover	N/A	N/A	2500	
Inside Front	N/A	N/A	2200	
Full Page	N/A	1350	1600	
2/3 Page	1000	1200	1400	
1/2 Page	850	1000	1200	
1/3 Page	650	800	1000	
1/4 Page	475	600	775	
1/2 Column	350	450	600	
1/3 Column	275	350	400	

FULL			
PAGE			
See Rate Chart			
(Prices indicated			
within these			
blocks are based			
on regular, Black			
& White rate)			



1/3 HOR \$650

> 2/3 HOR \$1000



1/2 PAGE	1/4 PAGE \$475	
VERT \$850	1/4 PAGE \$475	



AD SIZES				
	Width	Depth		
Full Page	7 1/2"	10"		
2/3 Page Horizontal	7 1/2"	6 1/2"		
2/3 Page Vertical	4 3/4"	10"		
1/2 Page Horizontal	7 1/2"	4 7/8"		
1/2 Page Vertical	3 5/8"	10"		
1/3 Page Horizontal	7 1/2"	3 1/4"		
1/3 Page Square	4 3/4"	4 7/8"		
1/3 Page Vertical	2 1/2"	10"		
1/4 Page	3 5/8"	4 7/8"		
1/2 Column	2 1/2"	4 7/8"		
1/3 Column	2 1/2"	3 1/4"		

MECHANICAL SPECIFICATIONS AND TERMS

Rates are based on materials supplied as follows:

- 100% electronically
- Application version in <u>PC format</u>
- Hi-res PDF's preferred, eps & jpg also acceptable
- InDesign CS5 or compatible
- Include all fonts and linked graphic files
- CMYK (not RGB)
- Minimum 300 dpi

Bleeds: 1/8"

Trim Page: 8 1/2" x 11"

Type Page: 1/2" from outside trim

Terms:

- 30 days upon receipt of invoice
- CCBC reserves the right to refuse any advertisement deemed unsuitable.
- Positioning of advertisements is at the discretion of CCBC
- Cancellations are NOT acceptable after the space close date.

DEADLINE FOR ALL AD SUBMISSIONS: 30th APRIL 2014

To contact Verna Wagner at Cross Country BC: (250) 545 9600 Email: office@crosscountrybc.ca