

green city

THE SUSTAINABLE URBAN ENVIRONMENT

Press Run: 40,000 copies, distributed quarterly through dedicated Home Depot Superstore magazine stands across Western Canada. Estimated weekly shopper flowthrough: 600,000.

Additional mailouts to architectural firms, planners, building officials and relevant academics.

SCHEDULES - 2005 Advertising Rates and Deadlines

	<u>Fall</u>	<u>Winter</u>	<u>Spring 2006</u>	<u>Summer 2006</u>
Advertising close date:	June 10	Sept. 16	Dec. 16	Mar. 17
Material submitted:	June 17	Sept. 23	Jan. 6	Mar. 24
Publication date:	Aug. 2005	Nov. 2005	Mar. 2006	June 2006



In partnership with Home Depot

ADVERTISING RATES

Rates are net and in Canadian dollars, excluding Canadian taxes, production included (*unless special requirements apply*).

SIZE	Process Colour	Black & White
Double Page Spread	\$8,900	\$8,900
Full Page	\$4,850	\$3,800
$\frac{2}{3}$ Page	\$4,050	\$3,240
$\frac{1}{2}$ Page	\$3,500	\$2,899
$\frac{1}{3}$ Page	\$2,850	\$2,280
$\frac{1}{4}$ Page	\$2,065	\$1,650
$\frac{1}{6}$ Page	\$ 930	\$ 730
$\frac{1}{8}$ Page	\$ 700	\$ 550
Products/Service Announcements	\$ 700	\$ 550
Business Card	\$ 600	\$ 400

- ▶ Spot colour add \$100 to black and white rate.
- ▶ Specially mixed colours add \$500.

Special Positions:

Outside Back Cover	\$6,500
Inside Covers	\$5,500
Other guaranteed positions	15% premium
Advertorial double page	\$8,500

Frequency Discounts:

Two time rate	10% discount
Three time rate	15% discount
Four time rate	20% discount

TECHNICAL REQUIREMENTS

Submission Guidelines:

Please provide Mac QuarkXpress 4.11 or Illustrator10 or lower files along with all supporting files and postscript type 1 (or 2) screen and printer fonts.

Email & FTP are also available, but please talk to us first. And please supply a proof of your ad with your disk.

Bleed Ads:

Please keep all critical elements 1/2 " in from the trim.

MECHANICAL REQUIREMENTS

SIZE	Width (inches)	Height (inches)
Full page trim size	8 $\frac{1}{8}$	10 $\frac{13}{16}$
Full page bleed	8 $\frac{3}{8}$	11 $\frac{1}{16}$
Type area	7 $\frac{1}{8}$	9 $\frac{13}{16}$
$\frac{2}{3}$ Vertical	4 $\frac{11}{16}$	9 $\frac{7}{8}$
$\frac{1}{2}$ Horizontal	7 $\frac{1}{8}$	4 $\frac{13}{16}$
$\frac{1}{2}$ Vertical	3 $\frac{7}{16}$	9 $\frac{7}{8}$
$\frac{1}{2}$ Island	4 $\frac{11}{16}$	7 $\frac{5}{16}$
$\frac{1}{3}$ Horizontal	7 $\frac{1}{8}$	3 $\frac{1}{8}$
$\frac{1}{3}$ Square	4 $\frac{11}{16}$	4 $\frac{13}{16}$
$\frac{1}{3}$ Vertical	2 $\frac{1}{4}$	9 $\frac{7}{8}$
$\frac{1}{4}$ Horizontal	7 $\frac{1}{8}$	2 $\frac{3}{8}$
$\frac{1}{4}$ Square	3 $\frac{7}{16}$	4 $\frac{13}{16}$
$\frac{1}{6}$ Vertical	2 $\frac{1}{4}$	4 $\frac{13}{16}$
$\frac{1}{6}$ Horizontal	4 $\frac{11}{16}$	2 $\frac{3}{8}$
Products & Services **	3 $\frac{1}{2}$	3
Business Card ***	3 $\frac{1}{2}$	2 $\frac{3}{16}$
Double page spread (<i>with bleed</i>)	16 $\frac{3}{8}$	11 $\frac{1}{8}$

** Available in "Products & Services" section only.

*** Available in "Business Card" section only.

CONTACT INFORMATION

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