

BENEFITS AND PENSIONS MONITOR

www.bpmmagazine.com

2009 Advertising Rate Card #17

Effective December 2008

Issued December 1, 2008

Established 1991

PUBLISHED BY

POWERSHIFT COMMUNICATIONS INC.

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ISSUED 8 TIMES A YEAR: February, April, May, June, August, September, October and December.

CLOSING DATES: 15th of previous month.

ISSUE PRICES: Single copy \$30 prepaid, per year \$130 +GST.

US & FOREIGN: Single copy \$40 prepaid, per year \$200 +GST.

DIRECTORY ISSUES: (included in subscription price) \$90 +GST each, if ordered separately.

ARCHIVE DISKS FOR 2003, 2004, 2005 YEARS: \$99 each.

COMMISSION AND CASH DISCOUNT

15% allowed to recognized advertising agencies only. Cash discounts 1% of net, if paid within 15 days of date of invoice, payable at office of publication in Canadian funds at current rate of exchange. Please make cheques payable to:

POWERSHIFT COMMUNICATIONS INC.

GENERAL ADVERTISING

✳ Publisher warrants deduction of advertising costs is not restricted by Section 19 of Income Tax Act. Advertisers who file Canadian tax returns can claim costs of this publication as a business expense. "Goods and Services Tax" (GST) will apply to *all* types of advertising in Canada. Rates below do *not* include this tax. GST does not affect advertising costs (except for tax exempt products). It is paid, but reclaimed from Revenue Canada.

WEB OPPORTUNITIES

Daily News Alerts Email; Video; Audio; PDF's; Micro Sites; Classifieds/Announcements; Advertorials; White Papers; Banner Ad's; Custom Solutions

CONTACT: Tyson@powershift.ca

ADVERTISING RATES AND FREQUENCIES

A "contract" is considered by the publisher to consist of 3 or more insertions within a 12-month period. If more or less space appears than contracted for, earned rates will be adjusted as per the rate card in force. Frequency of mixed units is based on total amount of space used within the 12-month period, i.e. 6 half pages and 3 full pages earns the 12-time rate on the half pages.

***PLEASE NOTE: DISCOUNT ON 8-TIME PROGRAMME RATES:** 8 ad insertions at the 8-time rate costs less than 7 ad insertions at the 1-time rate!

4-COLOUR ADVERTISING RATES

SIZE	1 TIME	4 TIME	8 TIME	12 TIME
Full Page	10505	9985	8970	8945
2/3 Page	9895	9400	8165	8130
1/2 Isl.	8790	8335	7650	7595
1/2 Page	7545	7180	6595	6560
1/3 Page	6370	6150	5660	5600
1/4 Page	5380	5215	4860	4830
1/6 Page	5030	4735	4595	4565
COVERS: (Noncancellable)				
Inside	13710	12980	11665	
Outside	14500	13720	12300	

BLACK AND WHITE ADVERTISING RATES

SIZE	1 TIME	4 TIME	8 TIME	12 TIME
Full Page	7980	7460	6440	6425
2/3 Page	6900	6430	5640	5610
1/2 Isl.	6270	5800	5130	5070
1/2 Page	5025	4650	4070	4040
1/3 Page	3845	3620	3140	3075
1/4 Page	2850	2690	2340	2300
1/6 Page	2510	2215	2065	2040

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(Continued)

COLOUR

PANTONE OR SPOT COLOUR: \$1265
4 COLOR PROCESS - \$2520 additional to B&W rate
METALLIC INKS - Rates on request.
 Progressive proofs or color sample must be provided, or publisher is not responsible for reproduction quality.
POSITION CHARGES - 25% additional.
BLEED (Oversize) - No extra charge.

GENERAL INFORMATION

PRINTING PROCESS: Heatset Web
DIGITAL: CMYK, DPI 266 to 300, MAC compatible. Supplied on standard CD/DVD or sea/zip files. FTP info on request.
BINDING METHOD: Saddle-stitched.
PRINTING SPECIFICATIONS: MAC standards.
PDF SUBMISSIONS: supplied as PDFX/1-a standard files. All fonts embedded. All images used must be TIFF or EPS, CMYK, 300 dpi, no compression, no embedded colour profiles and scaled no more than 130%. Must be accompanied by a B&W or colour laser proof.
DIRECT MAIL RATES: Contact the publisher.
CIRCULATION: CCAB/BPA Audited
PUBLICATION STAFF: (416) 494-1066
 Fax: (416) 494-2536
PUBLISHER & EDITORIAL DIRECTOR: John L. McLaine
EXECUTIVE EDITOR: Joe Hornyak
ADVERTISING SALES: Frank Torelli & Andy Feldman
VICE-PRESIDENT OF CIRCULATION: Cathy McKerchar
WEBSITE: www.bpmmagazine.com

INSERTS

Maximum weight of stock (25 x 38 - 160M) 80lb.
 On less than 4 pages, each page of the advertiser supplied (preprinted) insert is charged at earned B&W rate. Back up charge \$725 additional.

Multiple page supplied inserts (brochures, newsletters, etc.): Contact publisher for special insert/brochure/newsletter rates or polybag specifications and rates.

Single page insert: 8" x 10 7/8" (plus 4" binding lip).

Double page spread insert: 16" x 10 7/8", shipped flat. All type and illustrative material must be 1/2" from outside trim edges. Other sizes might require special handling. Send specifications in advance so we can help you avoid the possibility of errors or extra handling charges.

Insert quantity required: Please contact publisher for quantity and delivery requirements.

Publisher-to-print inserts:

Special custom printing of sponsored, brochures, advertorials and newsletters are available at competitive rates. For details and price quotes contact publisher.

CLASSIFIED ADVERTISING

RECRUITMENT ADVERTISING AND APPOINTMENT

NOTICES: See Display Ad rates and sizes.

PROFESSIONAL CARDS: \$865 each; \$820 - 4-time rate; \$760 8-time rate.

LOGO ADS: \$760 each - above directory listings.

CLASSIFIED ADVERTISING IS NOT AGENCY COMMISSIONABLE.

MECHANICAL REQUIREMENTS AND PAGE DIMENSIONS

UNIT	WIDTH	DEPTH
Full Page	7"	10"
2/3 pg.	4 5/8"	10"
1/2 pg. isl.	4 5/8"	7 1/2"
1/2 pg. hor.	7"	4 5/8"
1/2 pg. vert.	3 3/8"	10"
1/3 pg. column	2 1/4"	10"
1/3 pg. sq.	4 5/8"	4 5/8"
1/4 pg. sq.	3 3/8"	4 7/8"
1/4 pg. hor.	7"	2 3/8"
1/6 pg.	2 1/4"	4 7/8"

Type Page:	7" x 10"
Trim Size:	8" x 10 3/4"
Bleed Page:	8 1/4" x 11"
1/2 Page Hor. Bleed:	8 1/4" x 5 9/16"
D.P.S. Bleed:	16 1/4" x 11"
D.P.S. Bleed Trim:	16" x 10 3/4"
Column Width:	2 1/4" or 3 3/8"
No. of Columns:	3 or 2
Professional Cards:	3 3/8" w. x 2" d.