

BENEFITS AND PENSIONS MONITOR

www.bpmmagazine.com

2010 Advertising Rate Card #18

Effective December 2009

Issued December 1, 2009

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.

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!

BLACK AND WHITE ADVERTISING RATES

SIZE	1 TIME	4 TIME	8 TIME	12 TIME
Full Page	8290	7750	6690	6675
2/3 Page	7170	6680	5860	5830
1/2 Isl.	6515	6025	5330	5230
1/2 Page	5220	4830	4230	4195
1/3 Page	3995	3760	3260	3195
1/4 Page	2960	2795	2430	2390
1/6 Page	2610	2300	2145	2120

4-COLOUR ADVERTISING RATES

SIZE	1 TIME	4 TIME	8 TIME	12 TIME
Full Page	10915	10375	9420	9290
2/3 Page	10280	9780	8585	8450
1/2 Isl.	9130	8660	7950	7890
1/2 Page	7840	7460	6850	6815
1/3 Page	6620	6390	5880	5820
1/4 Page	5590	5420	5050	5020
1/6 Page	5225	4920	4775	4745
COVERS: (Noncancellable, includes 4-Colour)				
Inside	14245	13485	12120	
Outside	15065	14255	12780	

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

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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: \$785 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.