

Benefits and Pensions  
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Pension Fund Investment - Employee Benefits Management

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# 2012 Advertising Rate Card #20

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## PUBLISHED BY

### POWERSHIFT COMMUNICATIONS INC.

245 Fairview Mall Drive, Suite 501  
Toronto, ON M2J 4T1 Canada  
Phone: 416-494-1066  
Fax: 416-494-2536  
Website: www.bpmmagazine.com  
eMail: jmclaine@powershift.ca OR admin@powershift.ca

**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 \$140 +HST.

**US & FOREIGN:** Single copy \$40 prepaid, per year \$210.

**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	8825	8250	7125	7110
2/3 Page	7635	7110	6245	6215
1/2 Isl.	6940	6415	5675	5575
1/2 Page	5555	5145	4505	4465
1/3 Page	4255	4000	3470	3405
1/4 Page	3155	2975	2585	2545
1/6 Page	2775	2445	2280	2260

### 4-COLOUR ADVERTISING RATES

SIZE	1 TIME	4 TIME	8 TIME	12 TIME
Full Page	11625	11045	10040	9895
2/3 Page	10945	10415	9145	9005
1/2 Isl.	9715	9220	8465	9405
1/2 Page	9345	7945	7295	7255
1/3 Page	7050	6805	6260	6095
1/4 Page	5950	5770	5375	5350
1/6 Page	5555	5235	5080	5055
<b>COVERS: (Noncancellable, includes 4-Colour)</b>				
Inside	15165	14355	12905	
Outside	16040	15180	13610	

## 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: Heather Field - heather@powershift.ca