



NEWS

2012 Advertising Rates

Effective January 1, 2012

2012 Publication Schedule:

	Ad Space Closing	Material Due	*Publish Date
Q1 - Spring 2012	January 3	January 10	January 31
Q2 - Summer 2012	April 10	April 17	May 14
Q3 - Fall 2012	June 11	June 18	July 16
Q4 - Winter 2012	October 9	October 15	November 12

* Publish date is the date the magazine is delivered to the Post Office. Street delivery can take up to 3 weeks

Rates

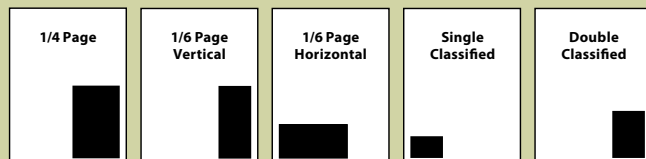
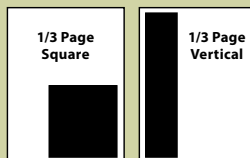
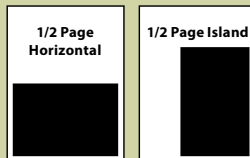
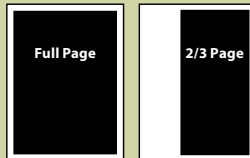
4 Colour Process	1X	2-3X	4X
Full page	\$1,648	\$1,565	\$1,488
2/3 page	\$1,514	\$1,431	\$1,344
1/2 page island	\$1,236	\$1,154	\$1,097
1/2 page horizontal	\$1,159	\$1,097	\$1,035
1/3 page	\$880	\$850	\$798
1/4 page	\$773	\$742	\$673
1/6 page	\$479	\$453	\$422

B&W @ 10%	1X	2-3X	4X
Full page	\$1,012	\$924	\$836
2/3 page	\$863	\$781	\$687
1/2 page island	\$720	\$632	\$572
1/2 page horizontal	\$632	\$572	\$506
1/3 page	\$489	\$456	\$401
1/4 page	\$374	\$335	\$286
1/6 page	\$286	\$253	\$225

Classified	1X	2-3X	4X
Single classified	\$98	\$82	\$62
Double classified	\$185	\$149	\$103

Ad Sizes (inches):

	Bleed:	Width	Depth
Full Page	8 1/4	11 1/8	
	Trim:	8 1/8	10 7/8
	Live:	7 1/8	9 7/8
2/3 Page		4 3/4	10
1/2 Page Horizontal		7 1/4	5
1/2 Page Island		4 3/4	7 1/2
1/3 Page Square		4 3/4	5
1/3 Page Vertical		2 1/4	10
1/4 Page		3 1/2	5
1/6 Page Vertical		2 1/4	5
1/6 Page Horizontal		4 3/4	2 3/8
Single Classified		2 1/4	1 1/2
Double Classified		2 1/4	3 1/4



Circulation: 2,100

Automotive industry leaders in B.C.

Frequency:

ARA News is published quarterly - 4 times a year.

Preferred Positions:

- Guaranteed position: 10% extra.
- Inside cover: 15% extra.
- Outside cover: 25% extra

Agency Commission & Terms:

15% commission to advertising agencies only.

Accounts payable at office of publication in Canadian funds.

Special Services:

Inserts, Blow-In Cards, Stitch-In and Enveloped:

Contact Lea Allen at 416-558-9635 for more information

Material Specifications:

Printing Process:

Litho'd 4 color process, 80lb gloss, saddle stitched and trimmed to 8.125" x 10.875".

File types and formats accepted:

- High-res PDF files preferred.
- InDesign document (packaged with fonts, links and low-res PDF).
- EPS and AI files (with outlined fonts).
- Additional charges will apply if the material does not meet these specifications. The advertiser is responsible for the accuracy of the information.
- We will design ads on request, additional charges will apply.

Changes and Cancellations:

Material changes and cancellations not accepted after closing dates.

Email and FTP:

- **Email:** araproduction@ara.bc.ca to send material less than 5MB.
- **FTP site:** contact araproduction@ara.bc.ca. for instructions.

Shipping Address:

Automotive Retailers Publishing,

Unit #1-8980 Fraserwood Court, Burnaby, B.C. Canada V5J 5H7

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