



## 2010 Publication Schedule:

	Ad Space Closing	Material Due	Street Date
<b>Q1 - Spring 2010</b>	January 8	January 15	February 5
<b>Q2 - Summer 2010</b>	April 2	April 9	May 7
<b>Q3 - Fall 2010</b>	July 9	July 16	August 7
<b>Q4 - Winter 2010</b>	October 15	October 29	November 19

## 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%

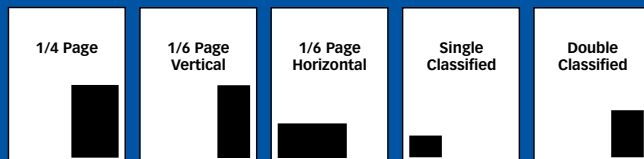
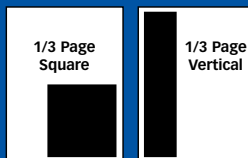
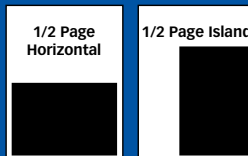
	1X	2-3X	4X
Full page.....	\$1,012	\$924	\$836
2/3 page.....	\$863	\$781	\$687
1/2 page island.....	\$720	\$632	\$572
1/2 page horizontal.....	\$632	\$572	\$506
1/3 page.....	\$489	\$456	\$401
1/4 page.....	\$374	\$335	\$286
1/6 page.....	\$286	\$253	\$225

### Classified

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

## Ad Sizes (inches):

	Width	Depth
Full Page	Bleed: 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 1-877-869-8722 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](mailto:araproduction@ara.bc.ca) to send material less than 5MB.
- **FTP site:** contact [araproduction@ara.bc.ca](mailto: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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email: [araproduction@ara.bc.ca](mailto:araproduction@ara.bc.ca)

Contact Lea Allen at 1-877-869-8722 for information regarding shipping space orders and supplied inserts.

## Sales

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