

Collision

QUARTERLY

2010 Media Kit



Advertising Rates • Editorial Calendar

www.arapublishing.com

Canada's Collision Repair Magazine

Canada's Collision Repair Magazine

Our Readers

As a business professional in the automotive industry you know the challenges of today's national and worldwide economies. Budgets are tight, resources are limited.

Our editor, Rene Young, has brought together a team of experts able to offer trade-specific journalism and analysis that will give our readers a strategy for success in 2010.

The pages of Collision Quarterly elicit constructive engagement with our readers and our readers, by association, trust our advertisers and look to them for solutions.

Align your marketing strategy with a winner. Collision Quarterly: most dedicated, most trusted, most read. Visit our website for complete details www.arapublishing.com.

Lea Allen,
Associate Publisher



Circulation:

Qualified Circulation

| | |
|--|-------|
| 1. Autobody repair, including independent, dealership and franchised facilities..... | 4,567 |
| 2. Glass installers..... | 946 |
| 3. Suppliers/jobbers wholesale and retail..... | 434 |
| 4. Manufacturers/suppliers outside of western Canada..... | 320 |
| 5. Autobody dismantling only..... | 429 |
| 6. Towing only..... | 294 |

Non-Qualified Circulation

| | |
|--|-----|
| 1. Non-automotive: Includes government, schools and insurance companies..... | 157 |
| 2. Miscellaneous and office copies..... | 136 |

Total Circulation..... 7,283

Pass-on Readership: Three qualified readers per copy

Estimated Total Readership 21,849

Geographical Breakdown

| | |
|-----------------------------|-------|
| British Columbia/Yukon..... | 3,176 |
| Alberta/N.W.T. | 1,537 |
| Saskatchewan..... | 646 |
| Manitoba..... | 482 |
| Ontario..... | 1,261 |
| Nova Scotia..... | 50 |
| US and International..... | 246 |

Total Geographical..... 7,283

| Issue | Editorial Calendar | Ad Closing | Material Due | Street Date |
|---|--|-------------------------|--------------------------|---------------------------|
| Spring 2010 Vol. 14 • Issue 4 | <ul style="list-style-type: none"> • Conversion: a jobber's perspective • Associations: you belong here • CSI: what really matters | February 8, 2010 | February 15, 2010 | March 15, 2010 |
| Summer 2010 Vol. 15 • Issue 1 | <ul style="list-style-type: none"> • The WELL run office: the balance between life and work – life skills • Training: is there ever enough? • What happens to the "OLD" paint? • Capital expenditures: how to measure ROI | May 3, 2010 | May 17, 2010 | June 7, 2010 |
| Fall 2010 Vol. 15 • Issue 2 | <ul style="list-style-type: none"> • Consolidation: fewer shops doing more repairs • Compliance: knowing where the line is drawn • Trade shows: NACE - where Canadian's go to shop | August 9, 2010 | August 23, 2010 | September 13, 2010 |
| Winter 2010 Vol. 15 • Issue 3 | <ul style="list-style-type: none"> • Industry image: the modern body shop • Profit centres: going the extra mile pays • 2011: what to expect in the coming year | October 25, 2010 | October 8, 2010 | November 29, 2010 |

* Editorial Calendar subject to change

IN EVERY ISSUE: Collision News • Regional News • Shop Management • Industry Associations
• Events & Updates • New Products & Services • Social Marketing 101

Frequency:

Collision Quarterly is published quarterly - 4 times a year.

Rates

| 4 Color Process | 1X | 4X | 8X |
|--------------------------|---------|---------|---------|
| Full page..... | \$3,288 | \$3,046 | \$2,895 |
| 2/3 page..... | \$2,524 | \$2,319 | \$2,201 |
| 1/2 page island..... | \$2,303 | \$2,061 | \$1,959 |
| 1/2 page horizontal..... | \$1,899 | \$1,738 | \$1,642 |
| 1/3 page..... | \$1,420 | \$1,302 | \$1,238 |
| 1/4 page..... | \$1,055 | \$948 | \$899 |
| 1/6 page..... | \$871 | \$764 | \$721 |

| B&W | 1X | 4X | 8X |
|--------------------------|---------|---------|---------|
| Full page..... | \$2,161 | \$1,891 | \$1,810 |
| 2/3 page..... | \$1,695 | \$1,460 | \$1,400 |
| 1/2 page island..... | \$1,495 | \$1,317 | \$1,258 |
| 1/2 page horizontal..... | \$1,281 | \$1,109 | \$1,052 |
| 1/3 page..... | \$966 | \$839 | \$799 |
| 1/4 page..... | \$672 | \$558 | \$522 |
| 1/6 page..... | \$522 | \$442 | \$419 |

| Classified | 1X | 4X |
|------------------------|-------|-------|
| Single classified..... | \$104 | \$82 |
| Double classified..... | \$198 | \$153 |

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

Shipping Address:

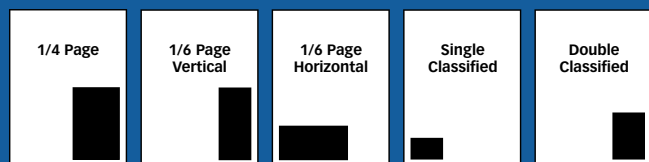
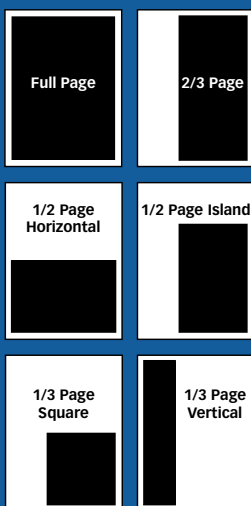
Automotive Retailers Publishing,

Unit #1-8980 Fraserwood Court, Burnaby, B.C. Canada V5J 5H7
Tel: 604-432-7987 • Fax: 604-432-1713
email: araproduction@ara.bc.ca

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

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 |



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Introducing CollisionQuarterly.ca

Long established as Western Canada's Collision Repair Industry Magazine and now covering all of Canada, Collision Quarterly has a new home on the World Wide Web, and we'd like your company to be there!

CollisionQuarterly.ca features late-breaking industry news, events, new products and extra content to compliment the magazine such as additional photos and continuations of stories from the print edition. Readers of the magazine will be directed to this website, giving our advertisers an opportunity for added exposure.

In the table on the right, typical web page ad sizes, positioning and frequency options are shown. Design services are available, or you can send us your existing web ad. Each ad will include a hyperlink to your website at no extra charge. The following is a description of each ad type:

The "Box" ad is rectangular (240 pixels by 300 pixels) and can be either landscape or portrait oriented. These can be placed almost anywhere within a web page.

The "Skyscraper" is a tall, narrow ad (160 pixels by 600 pixels) and typically appears as a column on the right-hand side of the web page.

The "Banner" is a wide, but not so tall ad (728 pixels by 90 pixels) and will appear near the top of the page (Just below the menu) or at the bottom.

The "Button" ad is a small thumbnail-size ad, (160 pixels by 60 pixels) typically displaying not much more than a logo. These fit well above or below a skyscraper ad, but can be placed just about anywhere.

Ads can be JPG, GIF or PNG formats at 72dpi. GIF files can be animated, and Flash animations are also accepted. Again, we can produce any of these for you if required.



| Ad Size (pixels) | | 1 month | 3 months | 12 months |
|------------------|---------------------------|---------|----------|-----------|
| 240x300 | Box-Home Page | \$1195 | \$3500 | \$11950 |
| 240x300 | Box-Secondary page | \$1100 | \$2900 | \$11000 |
| 160x600 | Skyscraper-Home Page | \$800 | \$2300 | \$8000 |
| 160x600 | Skyscraper-Secondary Page | \$750 | \$2000 | \$7500 |
| 728x90 | Banner-Home Page | \$1000 | \$2800 | \$10000 |
| 728x90 | Banner-Secondary Page | \$900 | \$2500 | \$9000 |
| 160x60 | Button-Home Page | \$500 | \$1400 | \$5000 |
| 160x60 | Button-Secondary Page | \$480 | \$1350 | \$4800 |

Sales

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