



Advertising Rates and Options

EFFECTIVE OCTOBER 14, 2011
RATE BASE: 28,000

Rates are quoted in gross dollars unless otherwise specified

2,3,4

Colour	1 x	3 x	6 x	9 x	12 x
Full page	5,320	5,055	4,790	4,520	4,255
2/3 page	4,790	4,550	4,310	4,070	3,830
1/2 page	3,460	3,285	3,115	2,940	2,770
1/3 page	2,395	2,275	2,155	2,035	1,915
1/6 page	1,330	1,265	1,195	1,130	1,065
DPS	10,110	9,605	9,100	8,595	8,090
1/2 DPS	6,575	6,245	5,920	5,590	5,260

Black & White

	1 x	3 x	6 x	9 x	12 x
Full page	3,995	3,795	3,595	3,395	3,195
2/3 page	3,595	3,415	3,235	3,055	2,875
1/2 page	2,595	2,465	2,335	2,205	2,075
1/3 page	1,800	1,710	1,620	1,530	1,440
1/6 page	1,000	950	900	850	800
DPS	7,590	7,210	6,830	6,450	6,070
1/2 DPS	4,930	4,685	4,435	4,190	3,945

Covers	1 x	3 x	6 x	9 x	12 x
2nd & 3rd	6,120	5,815	5,510	5,200	4,895
4th	6,650	6,320	5,985	5,655	5,320

NOTE: 15% surcharge for positioning guarantee

Alberta Venture offers you unique opportunities to gain additional exposure in innovative and cost-effective ways. Please inquire about how we can help your company stand out.

On-Page Options

GATEFOLD COVERS

A triple page spread advertising opportunity; ideal for product introduction or rebranding messages.

SPLIT COVERS/FRENCH DOORS/REVERSE GATEFOLD

Grab reader attention with a double page spread ad positioned beneath the outside front cover.

Also ask about interior gatefolds; single or double wrap options available.

Rates: Quoted individually

Insert/Outsert Options

INSERTS

Blow-ins, business reply cards, corporate brochures and full page size options are all available and offer a cost-efficient way for you to deliver your message to a targeted audience. Minimum quantity: 5,000. Specific geographic areas are available, ie: just Calgary or just Edmonton.

Rates: Quoted individually

OUTSERTS

Ask your *Alberta Venture* account representative about our planned polybagging opportunities. Your brochure, catalog or direct mail material can be delivered to our more than 160,000 business readers in these pre-planned polybags or inquire about the opportunity for a customized polybag for your needs.

Rates: Quoted individually

TIP-ON INSERTS

Removable or permanent tip-ons are available; perfect for sampling or unusually configured inserts.

Rates: Quoted individually

BELLY BAND

Wrap your message around the cover of the magazine. Only available with purchase of full page advertisement inside that issue.

Rates: Quoted individually.

Online Options

albertaventure.com is where Alberta's business leaders meet.

Online and magazine advertising work together to create unparalleled engagement and awareness. Integrated media campaigns allow magazine and online advertising to be more engaging, trustworthy and motivational. This relationship allows albertaventure.com's advertisers to benefit from multi-faceted awareness and a highly-motivated audience of purchasers and decision-makers.

Your account executive can discuss our wide range of choices for online advertising, and how we can build an integrated print and online advertising package to meet your marketing needs.

Rates: Quoted individually

Additional Publications and Sponsorship Opportunities

Alberta Venture offers a range of special publications and events which offer advertisers interactive and high impact exposure. Ask your sales representative for more information.

Publishing and Sales Office
T (780) 990-0839
F (780) 452-7588
E sales@albertaventure.com

Calgary Sales Office
T (403) 228-4337
F (403) 217-6588
E calgarysales@albertaventure.com

Find out more at
advertisewithventure.com

Commission and Cash Discounts

Agency commission of 15% to recognized agencies only. Overdue accounts are subject to interest at a rate of 2% per month after 30 days from date of invoice. All accounts are payable to the Edmonton office in Canadian funds, or equivalent funds at the rate of exchange prevailing at the time of payment.

Contract Regulations

1. The rates, terms and conditions on this card apply to all advertising contracts or insertion orders received by the publisher. If no contract is received, the advertisers will be billed at the single insertion rate.
2. Publisher reserves the right to increase advertising rates or change in-home date for any issue upon 30 days notice in writing before the insertion order closing date of the issue. All contracts and insertion orders are accepted subject to this reservation.
3. Contest advertising rules must be submitted before the advertisement is run.
4. Publisher reserves option to insert above or below any copy the words "Advertising Feature."
5. Publisher is not liable for printed quality of advertising if submission does not follow digital guidelines.
6. The publisher shall not be bound by any position requests unless guaranteed by a 15% surcharge.
7. Mail order copy subject to publisher's acceptability standards. Business should be transacted from a Canadian address.
8. If complete copy is not furnished according to mechanical and deadline requirements, publisher can charge for extra production work required. An estimate of such extra charges will be furnished upon request.
9. Advertisers and advertising agencies assume liability for all content (including text representation and illustrations) of advertisements printed and also responsibility for any claims arising therefrom against publisher.
10. Publisher is not bound by any conditions printed on advertisers' or advertising agencies' contracts or insertion orders when such conflict with policies covered by this rate card.
11. All advertising copy is subject to the approval of the publisher.
12. The publisher shall be under no liability for failure for any cause, to publish any advertisement.
13. The publisher shall not be subject to any liability whatever for any failure to publish or circulate all or any part of any issue or issues because of strikes, work stoppages, accidents, fires, acts of God or any other circumstances not within the control of the publisher.
14. All inserts and advertising must adhere to regulations as set down by Canada Post or/and Revenue Canada.
15. Inserts may be placed on partial page ads with no liability to the publisher.
16. Publisher cannot guarantee position of blow-in cards.
17. Publisher cannot guarantee specific geographic coverage for partial circulation inserts.
18. Publisher cannot guarantee positioning or carriage of insert if prior approval of insert is not solicited from publishing office.

Bleed

Publisher reserves right to crop 0.25" from either side of the film, depending on position in the magazine. All live material to be 0.25" inside trim size on all bleeding sides.

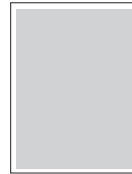
*Complete ad specifications provided when booking is complete.

Magazine trim size

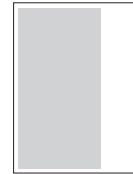
8.25 x 10.75



Full page
8.25" x 10.75"



Full Page Island
7.375" x 9.875"

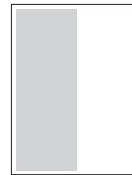


2/3 page Vert
4.75" x 9.875"

* 8.75" x 11.25" Final Bleed Size



1/2 page Horiz
7.375" x 4.875"



1/2 page Vert
3.625" x 9.875"



1/2 page Mini
4.75" x 7.5"



1/3 page Horiz
7.375" x 3.125"



1/3 page Vert
2.25" x 9.875"



1/3 page Square
4.75" x 4.875"



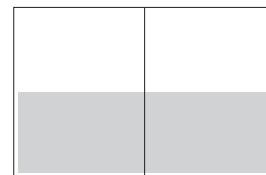
1/6 page Horiz
4.75" x 2.375"



1/6 page Vert
2.25" x 4.875"



Full DPS
16.5" x 10.75"
17.0" x 11.25" Final Bleed Size



1/2 DPS Island
15.625" x 4.875"

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Find out more at

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