

2008 Rates & Dates

Cottage Showcase Advertising Rates 2008

Size	1 Time	2 Times	3 Times	4 Times	5 Times	6 Times	7 Times*	8 Times†
Single (supplied)	\$885	\$845	\$720	\$695	\$670	\$640	\$625	\$605
Double (supplied)	1570	1510	1275	1230	1195	1135	1120	1075
Triple (supplied)	2145	2055	1795	1690	1630	1565	1550	1475

Supplied ads are sent to Cottage Life in accordance with our material specifications as outlined on the back panel of the rate card.

Advertisers requiring Cottage Life to produce their ad will be charged \$150 - see back panel for full details.

Minimum three-insertion advertisers receive a full-year subscription to *Cottage Life* magazine.

*The 7x rates are extended to advertisers booking all six issues and who are participating in either of the 2008 Cottage Life Shows **or** who have booked a Showcase *Online* ad (see Advertiser Incentives).

†The 8x rates are extended to advertisers booking all six issues and who are participating in either of the 2008 Cottage Life Shows **and** who have booked a Showcase *Online* ad (see Advertiser Incentives).

ADVERTISER INCENTIVES

Minimum three-insertion advertisers who exhibit at either of The Cottage Life Shows in 2008 and/or purchase a listing on Showcase *Online* will receive an additional frequency discount (i.e. an advertiser who books all six issues, books an exhibit at either of the shows and books a Showcase *Online* listing will receive the eight-time rate.) The frequency discount only applies to issues closing after the booking date of the Showcase *Online* ad.

CLOSING DATES 2008

Issue	Space Closing	Material Closing	On Sale
April	January 23	January 30	March 3
May	February 27	March 5	April 14
June	April 9	April 16	May 26
July/August	May 15	May 23	June 30
September/October	July 24	July 31	September 8
November/December	September 19	September 26	November 3

Circulation

Guaranteed Rate Base: 70,000

Single-Copy Price: \$5.95

Subscription Price: \$27.50 (six issues)

Ontario cottagers are a lucrative market for advertisers, and *Cottage Life*, with a circulation of 70,000, is their magazine. We reach 1.2 million avid cottagers with every issue. Cottage Showcase is a special display advertising section for direct-mail and smaller advertisers who want to reach this market.

2008 Payment Policy for all Showcase Advertisers

First-time advertisers must pay the first insertion in full at time of booking to establish credit.

All other advertisers will be invoiced on the on-sale date of each issue. Invoices paid within 30 days will receive a \$50 prompt-payment discount. Thereafter, invoices are considered past due and subject to a service charge of 1.5% per month.

Check out **Showcase Online**, Cottage Life's internet-based directory of cottage-related products and services available exclusively on www.cottagelife.com

CottageLife 54 St. Patrick Street, Toronto, ON M5T 1V1 Tel: 416-599-2000 Fax: 416-599-0800

Ad Representatives:

Mylène Tomkin ext. 273
mtomkin@cottagelife.com

Nikki Seaton ext. 224
nseaton@cottagelife.com



Material Requirements

AD FILE FORMATS:

Layout Application Files: Adobe InDesign, Quark Xpress 6, PDF, TIFF, EPS.

Element Formats: TIFF, EPS, JPEG (images/scans must be in CMYK colour space), Adobe PostScript

TYPE 1 (all fonts must be supplied), EPS (Encapsulated PostScript)

Types of Digital Proofs: Ink jet/dye sublimation calibrated to SWOP standards

Colour Calibration: SWOP standards

Desktop Instructions: Build ad to Showcase unit size. Use stylized fonts and do not apply style attributes to basic fonts. All elements must be placed at 100% size. Avoid rotation and cropping of images in layout program. Include all fonts, images/scans, logos/artwork. Do not nest EPS files in other EPS files. All ads must be supplied with a minimum 0.25 pt headline frame.

Pantone colours must be in CMYK mode. Font information should include manufacturer, font name, and version.

Four-colour solids or image data should not exceed SWOP density of 280%. Supply "Collect for Output" or similar reports.

Content and Position Proofs: You must supply hard-copy proofs that represent, in colour, each supplied digital file.

Supply composite printouts plus separated printouts with colour clearly marked. Proofs must be provided at 100% size.

IMPORTANT NOTE: ANY EXCEPTIONS TO THESE SPECS MUST BE APPROVED BY PUBLISHER PRIOR TO SENDING

Material conversions and customs-brokerage costs will be billed net as production charges.

All ad material should be sent prepaid to:

Cottage Life Magazine, 54 St. Patrick Street, Toronto, ON M5T 1V1.

CUSTOM AD RATES (created by Cottage Life)

Rate includes: ONE design and electronic assembly of ad, plus ONE copy revision prior to first insertion. Additional revisions will be billed at \$35 each. Advertisers must supply: photographic prints, original logo art, final typed copy, and any desired line art or illustrations.

Original logo art on photographic-quality paper is essential for good reproduction in the magazine. Unless appropriate original material is supplied, Cottage Life cannot be held responsible for print reproduction.

Colour transparencies and colour prints are acceptable for reproduction on our in-house scanner.

Cottage Life will not guarantee optimum reproduction, nor accept responsibility for error, if any materials are submitted later than the scheduled material-closing date.

CHANGES TO EXISTING ADS

No changes can be made to supplied ads; the advertiser must re-supply the ad material.

Copy changes can be made to ads created by Cottage Life at a cost of \$35 per revision. Changes to an ad that requires scanning illustrations or photographs will be charged \$50.

Guidelines for an Effective Ad

Generally, for a single-unit Showcase ad, a good setup consists of a headline of 4 to 8 words, a logo, one photo or illustration, and no more than 40 words of body copy including your company name and contact information. For double and triple units, we suggest you make a trial setup of your ad by drawing up an ad frame – refer to the Unit Size chart (below) for dimensions – and handwriting your information into it. If you can't make it fit, chances are neither can we.

COPY:

Too much copy is worse than too little. Readers are less inclined to read your ad if it looks complicated or if the type is too small. Remember, the purpose of your ad is to get consumers who have an interest in your product or service to call you. Our staff will gladly work with you to ensure that your message is getting across.

LAYOUT:

If you have ideas about how the finished ad should look, please send along suggestions and/or a sketch of your proposed layout. If not, we will design your ad for you and allow you to approve it before it is published.

FINAL ASSEMBLY:

Cottage Life's art department cannot start producing an ad until all the ad components are in our offices and final copy and layout options have been decided.

Additional changes mean additional charges:

Included in the Custom Advertising rates are ONE design and electronic assembly, plus ONE opportunity to alter type or copy. Requests for any additional changes to either copy or design will be billed additional production charges.

Standard Cottage Showcase Unit Size

Size	Dimensions
Single	2.125" wide x 2.25" deep
Double Vertical	2.125" wide x 4.75" deep
Triple Vertical	2.125" wide x 7.25" deep
Double Horizontal	4.375" wide x 2.25" deep
Triple Horizontal	6.875" wide x 2.25" deep

