

SASKBUSINESS

S A S K A T C H E W A N B U S I N E S S M A G A Z I N E

SaskBusiness is the province's premier source for positive business news. Known for its refreshing, relevant content, it is faithfully read by Saskatchewan's business community. First published in 1979, it is the longest-running business publication in the province and is home to the original *Saskatchewan's Top 100 Companies™* listing.

Mandate Our mission is to encourage and promote successful business in the province. We accomplish this by informing the reader of relevant business news with a positive focus.

Readership We have a very solid base of readers that consists of decision makers from the private sector as well as government and Crown corporations.

Our mix of readership spans from urban to rural, commercial to consumer. Our readers are direct prospects for our advertisers and SaskBusiness Magazine is the conduit.



WHAT WE ARE KNOWN FOR

- Originated annual *Saskatchewan's Top 100 Companies™* listing in 1984
- Developed Saskatchewan Mining Journal in 1997
- Developed annual Saskatchewan Business Magazine Business of the Year in 2001
- Developed Women of Influence and Men of Influence designations in 2002
- Developed Top 100 Sequel in 2003
- Respected journalistic voice on behalf of Saskatchewan business community
- Winner of the 2011 Torch Award in the Professional Services category

DISTRIBUTION (10,000+)

- Subscriber base is about 75% in Saskatchewan and the remainder across Canada.
- Bulk distribution to hotels that cater to business people (in rooms, business centres, lobbies and conference rooms); mailed to clients of our advertisers as a value-added service to their clients; new members of chambers of commerce in the province; two local airlines and on newsstands.
- In-house for marketing and promotions purposes and fulfilling requests by advertisers, clients, sources and bulk-purchases.
- On the web at www.sunrisepublish.com

I just finished reading the latest SaskBusiness magazine. It was excellent! Lots of relevant items and a great positive focus on our business community.

Gord Farmer,
President and CEO,
DirectWest Corp



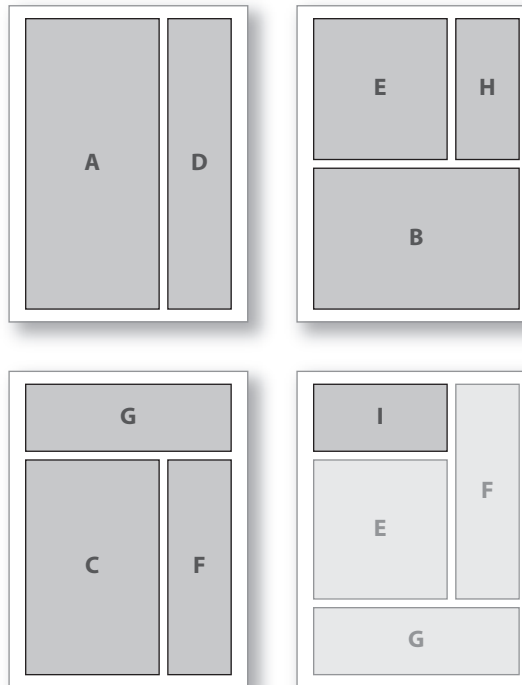
RATES

	Black and White				Full Colour			
	1x	3x	5x	8x	1x	3x	5x	8x
Full Page	3,374	3,205	3,037	2,868	4,887	4,642	4,398	4,154
2/3 Page	2,274	2,160	2,047	1,933	3,293	3,128	2,964	2,799
1/2 Page	1,895	1,800	1,706	1,611	2,760	2,622	2,484	2,346
1/3 Page	1,438	1,366	1,295	1,222	2,092	1,987	1,883	1,778
1/4 Page	1,079	1,025	971	917	1,569	1,491	1,412	1,334
1/6 Page	738	701	664	627	1,072	1,018	965	911
1/2 DPS	4,072	3,868	3,665	3,461	5,443	5,170	4,898	4,627
DPS	6,424	6,103	5,782	5,460	7,481	7,106	6,733	6,359
IFC or IBC	-	-	-	-	5,676	5,392	5,108	4,825
OBC	-	-	-	-	6,565	6,236	5,908	5,580

SIZES

PAGE SIZE:

	8.125" X 10.75"
A 2/3 Page	4.625" x 9.875"
B 1/2 Page Horizontal	7" x 4.875"
C 1/2 Page Vertical	4.625" x 7.375"
D 1/3 Page Vertical	2.25" x 9.875"
E 1/3 Page Square	4.625" x 4.875"
F 1/4 Page Vertical	2.25" x 7.375"
G 1/4 Page Horizontal	7" x 2.375"
H 1/6 Page Vertical	2.25" x 4.875"
I 1/6 Page Horizontal	4.625" x 2.375"
Full Page with bleed* (total dimensions including bleed)	8.375" x 11"
Double Page Spread with bleed* (total dimensions including bleed)	16.5" x 11"
1/2 Double Page Spread with bleed* (total dimensions including bleed)	16.5" x 5.437"
Full Page no bleed	7" x 9.875"
Double Page Spread no bleed	15.125" x 9.875"
1/2 Double Page Spread no bleed	15.125" x 4.875"



* Allow .125" for bleed on each side

DEADLINES

- SaskBusiness January/February 2012**
December 21, 2011
- SaskBusiness March 2012**
January 27, 2012
- SaskBusiness April/May 2012**
March 2, 2012
- Saskatchewan Mining Journal**
March 23, 2012
- SaskBusiness June 2012**
May 4, 2012
- SaskBusiness July/August 2012**
June 8, 2012
- SaskBusiness September 2012**
(Saskatchewan's Top 100 Companies)
July 27, 2012
- SaskBusiness October/November 2012**
September 21, 2012
- SaskBusiness December 2012**
(Business of the Year)
November 2, 2012
- SaskBusiness January/February 2013**
December 21, 2012

FINE PRINT

GENERAL POLICY

Rates quoted are for space only. Ads must run within 12 months of the first insertion to qualify for the frequency discounts. Advertising is non-cancellable after closing date with the exception of the covers which are non-cancellable. Advertisers assume responsibility for proofing and accuracy of information on pub-set ads.

MECHANICAL SPECIFICATIONS

Accepted file formats are press-ready PDF, eps, tiff, jpeg, ai, qxd and psd. Picture resolution: 400 ppi. Convert fonts to outlines when possible. Files can be sent electronically (email and ftp addresses available on request).

DISCOUNTS AND SURCHARGES

Single colour price is B&W rate plus 15%. Special position charge is 15% over space. Agency commission is 15%. Rates do not include G.S.T.

TERMS OF PAYMENT

Net 15 days from date of invoice, which will be accompanied with a proof of performance.

CREATIVE SERVICES

Sunrise Publishing can supply complete creative services.

