

SUNRISE PUBLISHING

Who is Sunrise Publishing? We're proud Saskatchewanians – which means we focus on our work, produce excellent results but often forget to notice “job well done”. We've been publishing magazines in our great province for over 18 years – quietly of course – but the time has come to blow the doors off conventional thinking. The eyes of the world are on our province and we are proud to be the positive voice of the new Saskatchewan!

We often hear how wonderful our magazines are. This has been stated by readers, advertisers, other media, professional organizations, media buyers, marketers, scholars, entrepreneurs, managers, labourers, professors, tradespeople, farmers, teachers, contractors, well, you get the idea. Our team of journalists, photographers, designers, sales and support staff deliver top-notch, quality publications on time and on budget. Sunrise Publishing has been built on the values and integrity of a proud Saskatchewan company. And those qualities assist us in developing lasting relationships with our clients.

Sunrise Publishing is Saskatchewan's premier publishing company – specializing in full-colour, glossy magazines. We have a stable of publications that deliver exceptional reading and information, branding and marketing, demographics and value. Our longest-running publication is SaskBusiness Magazine, home to the original *Saskatchewan's Top 100 Companies*™ listing. Our next longest-running publication is the Saskatchewan Mining Journal. Launched in 1997, it has become the primary marketing vehicle for the mining industry and is published annually.

Advantages of Magazine Advertising

Emotional Connection Magazines are about the reader, his/her engagement and interests. Magazines appeal to niche markets – people who already are interested in what the magazine has to offer.

The Reader's Undivided Attention Readers rarely multi-task when reading a magazine.

Longevity Magazines have an unmatched residual value in comparison to electronic and other print mediums. Any given magazine's shelf life is often measured in weeks or months. Outdated magazines are still appealing and read due to their content and relevancy. Magazines are often kept as part of a catalogue or library system.

Appearance Only magazines can provide high-quality colour ads and specific audience targeting. Magazine advertisements are also unique for their unparalleled prestige and credibility.

In terms of marketing, we are in the image awareness medium. We are a full-service publishing house that can deliver your message through a full-colour gloss publication that will enhance your branding campaign.

In terms of publishing success, we have stood the test of time. The reason is simple: we earn our clients' trust. We listen to our clients and apply the same commitment to our clients' publications as we do to our own. We have been doing this for 18 years and in the process, we've become one of the province's most respected magazine publishers.

Our magazines stand out. We have the ability to shape your idea from its initial concept to a final product delivered to your target market.

There are a number of key characteristics we require from the organizations we deal with. An uncompromising attitude toward quality is a big one, while respect for timelines is another. We also want people who are approachable and who welcome new ideas and opinions, so that we can pick up the phone anytime and address any questions or challenges through a good working relationship. It's tough to rank all of these characteristics in order of priority, but with Sunrise we don't need to; they consider them all equally important.

– **Jamie Shanks, Editor,**
Enterprise NOW

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

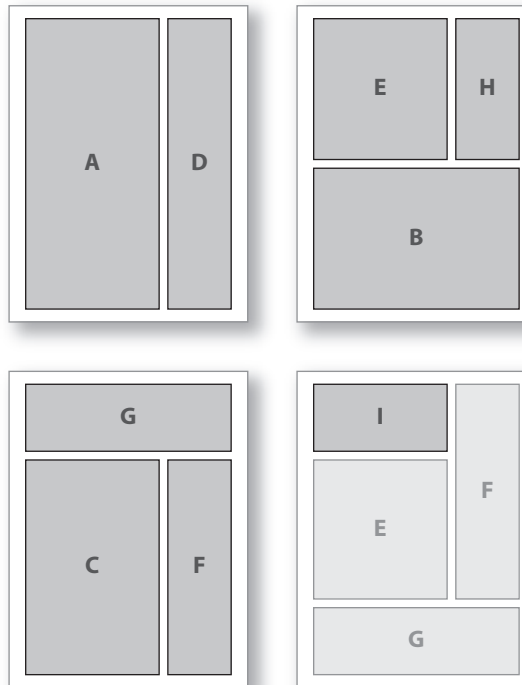
	Black and White				Full Colour			
	1x	3x	5x	8x	1x	3x	5x	8x
Full Page	3,374	3,205	3,037	2,868	4,887	4,642	4,398	4,154
2/3 Page	2,274	2,160	2,047	1,933	3,293	3,128	2,964	2,799
1/2 Page	1,895	1,800	1,706	1,611	2,760	2,622	2,484	2,346
1/3 Page	1,438	1,366	1,295	1,222	2,092	1,987	1,883	1,778
1/4 Page	1,079	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*	8.375" x 11"
(total dimensions including bleed)	
Double Page Spread with bleed*	16.5" x 11"
(total dimensions including bleed)	
1/2 Double Page Spread with bleed*	16.5" x 5.437"
(total dimensions including bleed)	
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

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.

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



GIVE YOUR COMPANY THE RECOGNITION IT DESERVES WITH A BUSINESS OR CORPORATE PROFILE IN SASKATCHEWAN BUSINESS.

Business Profiles and Corporate Profiles provide two fundamental benefits:

- The opportunity to expose your business in article format to thousands of dedicated Saskatchewan Business readers
- Reduced advertising costs – 75% of regular advertising rates.

Like any other advertisement, you control the content of a business profile. Use one to inform readers of company history, direction, competitive advantages, or recent changes. Or say it all, the choice is yours!

Business Profiles and Corporate Profiles also provide many other benefits:

- More detail than conventional print advertising
- Use as an ongoing promotion through overruns
- Tailored to your promotional needs – target a specific facet of your company or comprise a general overview
- Preferred image through a reader-friendly, professional presentation
- Distinctive – stand apart from display advertisements

Every business has a story to tell. What's yours? If you started with blank sheet of paper, what message would you like to get across?



RATES	
Business Profile (Full Page):	\$3495 (Colour) / \$2410 (B/W)
Business Profile (Half Page):	\$1975 (Colour) / \$1354 (B/W)
Corporate Profile (Full Page, Colour only):	\$3495 (Colour)

A seasoned journalist from the Saskatchewan Business editorial team is at your disposal to ensure your message is delivered professionally and articulately. The writer will undertake the initiative to compile the research and conduct interviews with company spokesperson(s), while adhering to the advertiser's direction. Upon completing the research, the writer then compiles a draft, which is subject to review with the ultimate goal of final approval.

Full-page Business Profiles typically offer word counts of approximately 550 words. Half-page Business Profiles are normally around 350 words and Corporate Profiles are about 375 words. Word counts will vary depending on the size and number of photos used.

** As Business/Corporate Profiles are written to appear as part of the publication, Saskatchewan Business writing style must be adhered to. For more information about overruns, please contact Sunrise Publishing at (306) 244-5668 or 1-800-247-5743.

Business Profile
Corporate Profile



EXCLUSIVE FEATURE PACKAGE WITH SASKBUSINESS MAGAZINE

- SaskBusiness Magazine — the oldest and most respected business voice in the province — is offering a package to profile your business in five of eight issues in 2012. One of these issues will highlight a four-page editorial feature of your business written by Sunrise editorial staff. We will also provide 2,000 copies of the four-page feature for no additional charge.
- With the purchase of one full-page, full-colour advertisement in four of the eight issues of SaskBusiness Magazine, we will feature your company in a fifth issue. This package must be booked in 2012 and run within one calendar year. The value of this package is over \$35,000. We are offering this package to select clients for just \$18,396. That is a saving of almost 50%!
- In addition to the above savings, if you are booking a full-page ad in the 2012 Saskatchewan Mining Journal, you will qualify for a special discount. This select offer is only for our premier clients that book the “Exclusive Feature Package.”

Over the years SaskBusiness Magazine has played a key role in developing top of mind awareness for Elk Ridge Resort across Saskatchewan. As a result, Elk Ridge has become a household name in our province, which has impacted all facets of our business.

Brandon Moore,
Director of Marketing and Sales
Elk Ridge Resort

It's hard to pinpoint exactly where it happened, but Saskatchewan's only four-star resort destination, Elk Ridge Resort, has become a household name in Western Canada.

Elk Ridge Resort:
It's all about the experience

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Elk Ridge Resort:
It's all about the experience

THE COTTAGES OF ELK RIDGE

Experience the ultimate in luxury and comfort at Elk Ridge Cottages. Each cottage is a fully furnished, two-bedroom unit with a private hot tub and fireplace. Perfect for a romantic getaway or a family vacation.

FULL HOUSE

2012 is setting the new Living Sign Casino will receive its latest jackpot.

Win by Mark Man...
Full House...
Living Sign Casino

Living Sign Casino

Experience the excitement of a casino night at Living Sign Casino. From blackjack to roulette, we have everything you need for a night of fun and entertainment.

Living Sign Casino

Join us for a night of entertainment at Living Sign Casino. Our state-of-the-art gaming floor offers a wide variety of games and a friendly atmosphere.

Call us for details and to book your **Exclusive Feature Package** today!



S A S K A T C H E W A N MINING JOURNAL

Mandate Our mission is to inform and educate readers about the mining industry's significance to the provincial economy. Key sources from the Saskatchewan mining industry are interviewed to share their knowledge and expertise.

Readership The *Saskatchewan Mining Journal* has relevance to the average layperson as well as to people from the mining industry. It covers a wide range of topics, including exploration, safety performance, environmental stewardship and history. It also delves into sector-specific topics such as potash, uranium, base and precious metals, and diamonds.

The *Saskatchewan Mining Journal* is widely read and highly respected within Saskatchewan's business leaders and in the mining industry overall. It is in the hands of all levels of employees within the industry, from labourers on up to board chairs, CEOs and the investment community.

Distribution of 25,000+ including the following:

- To all *Saskatchewan Business Magazine* subscribers and distribution points.
- Throughout the province where mining activity is present.
- Investment conferences and trade conferences worldwide.

GENERAL POLICY Rates quoted are for space only. If material must be altered, there will be an extra charge. Proofs for correction will not be submitted except on pub-set copy. Advertising is non-cancellable after closing date with the exception of the covers and double page spreads, which are non-cancellable.

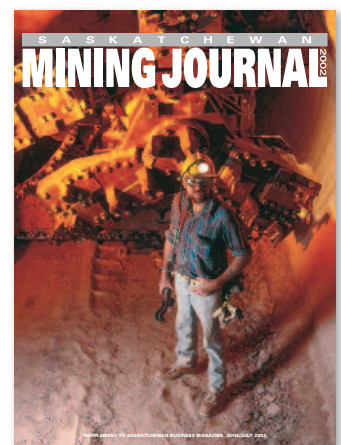
DISCOUNTS AND SURCHARGES Single colour price is B&W rate plus 15%. Special position charge is 15% over space. Agency commission is 15%. No additional charge for bleed. A premium is required on special ink. Rates do not include G.S.T.

TERMS OF PAYMENT Accounts due and payable when rendered. For accounts overdue 15 days from date of invoice, a carrying charge of 2% per month from due date of invoice will be assessed. On direct accounts, payment should be made with order or at closing date unless credit terms have been established.

MECHANICAL SPECIFICATIONS *Saskatchewan Mining Journal* is saddle-stitched and created using QuarkXpress on a Macintosh. Accepted file formats are press-ready PDF, eps, tiff, jpeg, ai, qxd and psd. Any necessary support files (pictures and fonts) should be supplied along with the ad. Picture resolution should be 400 ppi. Fonts should be converted to outlines when possible. Files can be sent by CD or electronically (email and ftp addresses available on request).

DEADLINE: March 23, 2012

RATES	Black and White	Full Colour	Dimensions
Full Page*	3,374	4,887	8.125" x 10.75'
2/3 Page	2,274	3,293	4.625" x 9.875"
1/2 Page	1,895	2,760	7" x 4.875"(horizontal), 4.625" x 7.375"(vertical)
1/3 Page	1,438	2,092	4.625" x 4.875"(square), 2.25" x 9.875"(vertical)
1/4 Page	1,079	1,569	7" x 2.375"(horizontal), 2.25" x 7.375"(vertical)
1/6 Page	738	1,072	4.625" x 2.375"(horizontal), 2.25" x 4.875"(vertical)
1/2 DPS	4,072	5,443	15.125" x 4.875"
DPS**	6,424	7,481	16.25" x 10.75"
IFC or IBC*	-	5,676	
OBC*	-	6,565	



* Sizes listed above are trim size. Add .125" on all sides for bleed.