

# SASKBUSINESS

SASKATCHEWAN BUSINESS MAGAZINE

## 2007 RATES

B&W	1x	5x	9x
Full Page	3119	2992	2847
2/3 Page	2103	2023	1914
1/2 Horizontal	1752	1692	1607
1/2 Island (Digest)	1752	1692	1607
1/3 Page	1330	1283	1219
1/4 Page	998	958	913
1/6 Page	683	658	625
1/2 DPS	3765	3611	3433
DPS	5942	5703	5456

COLOR	1x	5x	9x
Full Page	4520	4466	4126
2/3 Page	3045	2925	2778
1/2 Horizontal	2553	2452	2332
1/2 Island (Digest)	2553	2452	2332
1/3 Page	1934	1854	1763
1/4 Page	1451	1389	1322
1/6 Page	991	956	904
IFC or IBC	5249	5040	4796
OBC	6071	5833	5248
1/2 DPS	5033	4834	4649
DPS	6918	6642	6314

U.S. DOLLAR RATES AVAILABLE - based on current exchange rate.

## CLOSING DATES

ISSUE	CLOSE DATE
January/February 2007	Nov 24, 2006
March 2007	Jan 19, 2007
April/May 2007	Feb 16, 2007
Mining Journal (polybagged with June)	Mar 16, 2007
June 2007	Mar 30, 2007
July/August 2007	Apr 27, 2007
September 2007	Jun 29, 2007
October 2007	Aug 7, 2007
November 2007	Sep 14, 2007
December 2007	Oct 12, 2007
January/February 2008	Nov 23, 2007

*All material for ads requiring production must be received in Saskatoon at space close deadline.*

### DISCOUNTS AND SURCHARGES:

- No charge for bleed
- Special position: 15% over space
- 15% Agency Commission

### SPECIAL COLORS:

- Spot color – B&W rates plus 15%
- A premium is required on special ink

## MECHANICAL REQUIREMENTS

AD SIZES	Width by Height	AD SIZES	Width by Height
Trim Size	.8 <sup>3</sup> / <sub>8</sub> " x 10 <sup>7</sup> / <sub>8</sub> "	1/4 Page Horizontal	7" x 2 <sup>3</sup> / <sub>8</sub> "
Full Page	7" x 9 <sup>7</sup> / <sub>8</sub> "	1/4 Page Vertical	2 <sup>1</sup> / <sub>4</sub> " x 7 <sup>3</sup> / <sub>8</sub> "
Full Page (bleed)	.8 <sup>3</sup> / <sub>8</sub> " x 11 <sup>1</sup> / <sub>8</sub> "	1/6 Page Horizontal	4 <sup>5</sup> / <sub>8</sub> " x 2 <sup>3</sup> / <sub>8</sub> "
2/3 Page Vertical	4 <sup>5</sup> / <sub>8</sub> " x 9 <sup>7</sup> / <sub>8</sub> "	1/6 Page Vertical	2 <sup>1</sup> / <sub>4</sub> " x 4 <sup>7</sup> / <sub>8</sub> "
1/2 Page Horizontal	7" x 4 <sup>7</sup> / <sub>8</sub> "	DPS	15 <sup>1</sup> / <sub>8</sub> " x 9 <sup>7</sup> / <sub>8</sub> "
1/2 Page Island (Digest)	4 <sup>5</sup> / <sub>8</sub> " x 7 <sup>3</sup> / <sub>8</sub> "	DPS (bleed)	16 <sup>1</sup> / <sub>2</sub> " x 11 <sup>1</sup> / <sub>8</sub> "
1/3 Page Square	4 <sup>5</sup> / <sub>8</sub> " x 4 <sup>7</sup> / <sub>8</sub> "	1/2 DPS	15 <sup>1</sup> / <sub>8</sub> " x 4 <sup>7</sup> / <sub>8</sub> "
1/3 Page Vertical	2 <sup>1</sup> / <sub>4</sub> " x 9 <sup>7</sup> / <sub>8</sub> "	1/2 DPS (bleed)	16 <sup>1</sup> / <sub>2</sub> " x 5 <sup>1</sup> / <sub>2</sub> "

# Saskatchewan Business – Everyone's Business

*Sask Business* is the province's premier source for business news and information. It's about Saskatchewan business, by Saskatchewan business, for Saskatchewan business.

Founded in 1979 and published by Sunrise Publishing for the past 13 years, *Saskatchewan Business* is the longest-running publication of its type in the province. Our award-winning publication has experienced steady, significant growth as we strive towards our goal of being a dynamic, respected leader in the Saskatchewan business community.

*Sask Business* is:

- Saskatchewan's foremost business authority as the most highly read business publication in the province
- Read faithfully by a growing readership in excess of 35,000

*Sask Business* readers typically are:

- 35-plus in age, earning \$50,000 annually or more
- Saskatchewan's business elite; decision makers with the authority to make corporate purchases
- High income earners with disposable income for personal goods and services
- Found in business and office settings, waiting rooms, and at home
- Appreciative of the editorial mix, which is geared towards businesses and consumers alike

*Saskatchewan Business* magazine offers an unparalleled opportunity to present your message to Saskatchewan businesses.

## SPECIFICATIONS

**Printing Process:** Web Offset

**Screen:** 133 lines per inch printed

**Binding Method:** Saddle Stitched

**Platform:** Macintosh. If PC files must be supplied, please call to ensure compatibility.

**Software Used:** QuarkXpress, Adobe Illustrator, Adobe Photoshop

**Transport Media:** Zip disk, CD-ROM, Floppy disk, Electronic transmission

**Resolution:** Minimum of 300dpi required

**Creative Services:** Sunrise Publishing can supply complete creative services including design, writing, typesetting and photography for all your printing needs. An estimate will be prepared for approval prior to commencement of work. Advertisers assume responsibility for proofing and accuracy of information on pub-set ads.

## GENERAL POLICY

**Commissions:** 15% to recognized agencies

1. Rates quoted are for space only. If material must be altered, there will be an extra charge.
2. Proofs for correction will not be submitted except on pub-set copy.
3. Ads must run within 12 months of the first insertion to qualify for the frequency discounts.
4. Advertising is non-cancellable after closing date with the exception of the covers. They are non-cancellable.
5. 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.



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