

Ad Rates and Specs

ENGLISH & CHINESE (Mandarin) versions

(Cost is per language)

FULL PAGE AD **\$5,280**

Inside front cover \$6,120

1st right hand \$6,120

Back cover \$6,950

Half page \$2,650

1/4 page \$1,325

DOUBLE-PAGE AD **\$8,925**

DPS Inside front \$10,520

DPS Centre \$10,520

FLOOR PLAN

Sponsorship price (For full page advertisers in the Buyer's Guide)

\$1,695 + cost of 2 full page ads (English and/or Chinese)

\$2,995 + cost of 1 full page ad

PAYMENT TERMS

Payment policy: Make insertion order/payment to CARLING MEDIA LTD, 118 Dunsmuir Street, Vancouver BC Canada V6B 1X7. All payments due within 30 days of invoice. GST/HST applicable. ALL RATES GROSS. Agency commission: 15%

DEADLINES

Ad booking: January 31, 2019

Materials: February 28, 2019

Street date: March 16 (Chinese edition); March 19 (English edition)

SPECIFICATIONS

FULL PAGE

Trim size: 8.125 x 10.5 / Live area: 7.125 x 9.75 /
Bleed: 8.375 x 10.75

DOUBLE-PAGE

Trim : 16.25 x 10.5 / Live area: 15.5 x 9.75 / Bleed:
16.5 x 10.75

HALF-PAGE

Live area: 7.125 x 4.25 / No bleed available

1/4-PAGE

Live area: 3.5 x 4.25 / No bleed available

Column width: 2.3125 / Number of columns: 3

*Printing process: heat set web offset / Binding method:
saddle stitched*

Halftone screen frequency: 150 lpi