

2012-2013 advertising rates

(All prices quoted
 are per issue)



| SIZE | 1 Issue | 4 Issues | 6 Issues | 11 Issues |
|---------------|---------|----------|----------|-----------|
| Outside Cover | \$ 3100 | \$ 2800 | \$ 2650 | \$ 2400 |
| Inside Cover | \$ 3000 | \$ 2650 | \$ 2550 | \$ 2300 |
| Full Page | \$ 1650 | \$ 1550 | \$ 1450 | \$ 1350 |
| 1/2 Page | \$ 950 | \$ 875 | \$ 810 | \$ 775 |
| 1/3 Page | \$ 750 | \$ 675 | \$ 650 | \$ 600 |
| 1/4 Page | \$ 480 | \$ 420 | \$ 390 | \$ 360 |
| 1/8 Page | \$ 220 | \$ 180 | \$ 175 | \$ 165 |

Full Page

Page Trim Size
 8.125" w × 10.625" h
 (With 1/4" Bleed)
 8.625" w × 11.125" h

Inside Margins
 7.125" w × 9.625" h

Half Page

3.475" w
 ×
 9.625" h

7.125" w × 4.75" h

1/3 Page

Trim Size
 2.75" w ×
 10.625" h
 (with 1/4"
 bleed)
 3.25" w ×
 11.125" h

1/4 Page

3.475" w
 ×
 4.75" h

1/4 Page

7.125" w × 2.25" h

1/8 Page

3.475" w × 2.25" h

**All Applicable
 Taxes Are Extra:**
 (13% - HST)

Colour Charges:
 Process Colour
 \$ 350

Agency:
 All Prices Quoted
 Are Per Single Issue

Agency:
 All Prices Quoted
 are Net

Placement:
 20% Premium

**Creative
 Development:**
 \$ 100 per hour

Payment

- Payment can be made by cash, cheque or credit card
- Cheques should be made payable to TONIC MAGAZINE INC.
- Accepted Credit Cards: VISA, MasterCard or AMEX

Contact

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