

# advertising rates

Marketing & Communications  
 University Relations - 6<sup>th</sup> Floor General Services Building, Edmonton, Alberta, T6G 2H1  
 Phone: 780-492-2325 Fax: 780-492-2997 Email: folioads@ualberta.ca

## advertising rates 2011-2012

Page Size (approx.)	Actual Size	1-2 Ads (per year)	3-9 Ads (per year)	10-22 Ads (per year)	All 23 Issues	Savings with Multiple Ads
<b>RATES ARE PER ISSUE</b>						
Front Cover Banner (Full Colour)	10" x 1.75"	\$575.00	\$517.50	\$488.75	\$460.00	\$57.50 - \$115.00
Inside Banner	10" x 1.75"	\$350.00	\$297.50	\$276.50	\$280.00	\$25.00 - \$70.00
Full Page	10" x 15.50"	\$1,150.00	\$1,035.00	\$977.50	\$920.00	\$115.00 - \$230.00
Half Page	10" x 7.75"	\$700.00	\$630.00	\$595.00	\$560.00	\$70.00 - \$140.00
1 / 3	4" x 15.50"	\$625.00	\$562.50	\$531.25	\$500.00	\$62.50 - \$125.00
1 / 4 Vertical	4" x 7.75"	\$400.00	\$360.00	\$340.00	\$320.00	\$40.00 - \$80.00
1 / 4 Horizontal	10" x 4"	\$400.00	\$360.00	\$340.00	\$320.00	\$40.00 - \$80.00
1 / 8	4" x 4"	\$200.00	\$180.00	\$170.00	\$150.00	\$20.00 - \$50.00

Charge for Colour: \*Full Page - additional \$150 \*Half Page or 1/3 Page - additional \$100 \*1/8 Page - additional \$50  
 \*Front Page Banner or 1/4 Vertical or 1/4 Horizontal \*All prices are GST exempt

## inserts

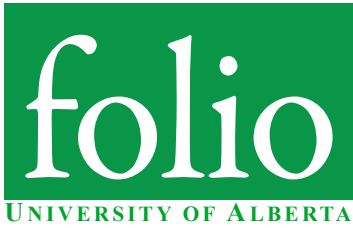
Attract greater attention with your own personalized insert within Folio. Inserts are produced by the advertiser and delivered directly to CentralWeb Colour Press by the ad submission deadline indicated below. Artwork must be approved by External Relations before printing. Cost per issue \$500

## publication dates and submission deadlines

\*Artwork due by noon the preceeding Thursday of the publication date.

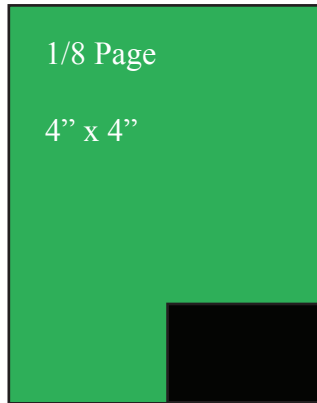
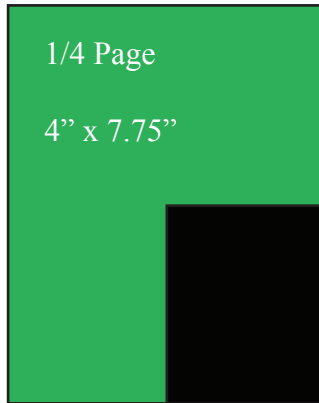
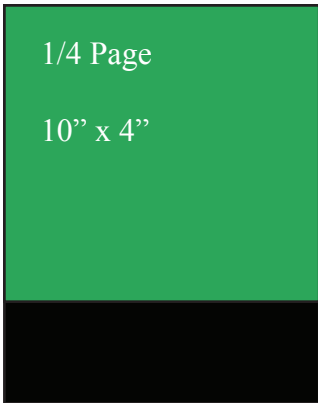
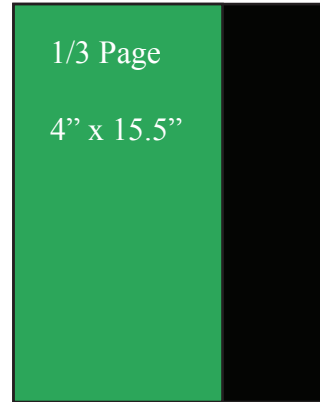
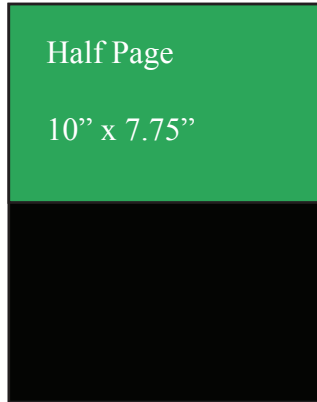
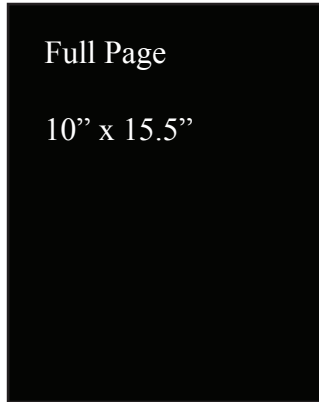
September 2011	October 2011	November 2011	December 2011	January 2012	February 2012
S M T W T F S 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	S M T W T F S 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29
March 2012	April 2012	May 2012	June 2012	July 2012	August 2012
S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

■ Publication Date ■ Ad Submission Deadline



# ad layouts

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University Relations - 6th Floor General Services Building, Edmonton, Alberta, T6G 2H1  
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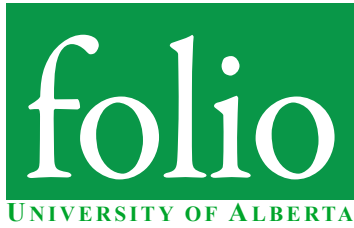
## Contact Details

### Folio Advertising

6th Floor General Services Building  
Edmonton, Alberta T6G 2H1  
Phone: 780-492-2325 Fax: 780-492-2997 Email: folioads@ualberta.ca

### CentralWeb

Jennifer Zawada  
16940 - 110 Avenue  
Edmonton, Alberta T5P 1G9  
Phone: 780-489-6767 ext. 226 Fax: 780-486-1789



# artwork specs

Marketing & Communications  
University Relations - 6th Floor General Services Building, Edmonton, Alberta, T6G 2H1  
Phone: 780-492-2325 Fax: 780-492-2997 Email: [folioads@ualberta.ca](mailto:folioads@ualberta.ca)

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## artwork specifications

Please send a TIFF or PDF version of the desired ad to [folioads@ualberta.ca](mailto:folioads@ualberta.ca).

## technical requirements

Folio is printed at 200 dpi and designed on a Macintosh platform.

Camera ready artwork supplied electronically in either EPS, TIFF or PDF format, with all linked artwork saved at 300 dpi resolution. Outlined type or supply fonts and include linked graphic to maintain the quality of the original file. High resolution hard copies may be supplied for black and white ads.

**Preferred Electronic File (Macintosh) EPS** (type outlined) Please outline all type when supplying EPS files or supply Macintosh fonts used. Ensured all linked images are embedded in EPS file or supply native linked files. These files must be self contained and require NO CHANGES. Should changes be required, a \$75 /hour cost will be incurred by the client, with a minimum charge of \$35.

**Other Electronic Files Accepted (Macintosh) Illustrator 8.0, PDF, Photoshop 5.5, Postscript (.eps) or TIFF.**

For Macintosh native files, supply Macintosh fonts to be used and all linked images. For PC native files, type must be converted to curves. Files submitted in formats not listed above will be subject to formatting charges of \$35 /hour.

## materials

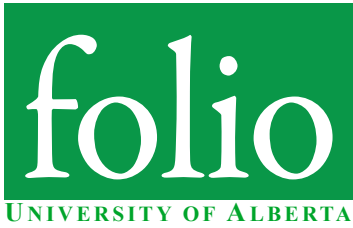
**Black & White ad:** B&W laser print at 100% size, camera ready (85 line screen preferable). File supplied on disk or emailed to [folioads@ualberta.ca](mailto:folioads@ualberta.ca). Note: if emailing, all files must be compressed.

**Colour ad:** Colour laser print at 100% (supply with electronic files). File supplied on disk or emailed to [folioads@ualberta.ca](mailto:folioads@ualberta.ca). Note: if emailing, all files must be compressed.

**Inserts:** To be printed by the client and delivered directly to CentralWeb Colour Solutions. External Relations to view artwork and layout before going to print.

### CentralWeb Colour Solutions

16490 - 100th Avenue  
Edmonton, Alberta T5P 1G9  
Phone: 780-489-6767



# contract

Marketing & Communications  
University Relations - 6th Floor General Services Building, Edmonton, Alberta, T6G 2H1  
Phone: 780-492-2325 Fax: 780-492-2997 Email: folioads@ualberta.ca

Company: \_\_\_\_\_ Contact: \_\_\_\_\_  
Address: \_\_\_\_\_  
City/Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

## Ad Details

Ad Size: \_\_\_\_\_ Quantity of Issues: \_\_\_\_\_ Cost per Issue: \_\_\_\_\_  
 Black & White (no cost)     Full Page (\$150 extra)    Colour Cost (if applicable): \_\_\_\_\_  
 Half or 1/3 Page (\$100 extra)     1/8 Page (\$50 extra)    Design Cost (if applicable): \_\_\_\_\_  
 Front Page Banner or 1/4 Vertical or 1/4 Horizontal (\$75 extra)    Total Cost (GST exempt): \_\_\_\_\_  
U of A Internal Use Only: \_\_\_\_\_ Speed Code: \_\_\_\_\_ Account Code: \_\_\_\_\_  
Invoicing:     One Installment     One Per Issue

## Publication Schedule 2011-2012

- September 9, 2011     November 18, 2011     February 3, 2012     April 13, 2012     June 22, 2012
- September 23, 2011     December 2, 2011     February 17, 2012     April 27, 2012     July 20, 2012
- October 7, 2011     December 16, 2011     March 2, 2012     May 11, 2012     August 17, 2012
- October 21, 2011     January 6, 2012     March 16, 2012     May 25, 2012
- November 4, 2011     January 20, 2012     March 30, 2012     June 8, 2012

## Advertising Terms and Conditions

- Folio must receive and approve all advertisements before they are sent to print. Art work must be received before the submission deadline.
- The advertiser warrants that advertising content will not be libelous or misleading. The advertiser agrees to indemnify Folio with respect to any loss sustained by the publisher on publishing libelous or misleading material contained in the ad.
- Folio reserves the right to reject or cancel any advertising copy submitted.
- Position of the advertisement is not guaranteed (except for the Front Page Full Colour Banner). Cancellation notice of contracted ads must be received in writing seven (7) days before publication.
- The contract is subject to short-rate charges if contracted frequency obligations are not met.
- Payment terms: The advertiser agrees that the terms are NET 30 days.

I, \_\_\_\_\_, have read, understood and agree to the material and terms of this contract.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Print Name: \_\_\_\_\_

