

advertising rates 2009-2010

Page Size (Approx)	Actual Size	1-2 ads per year	3-9 ads per year	10 to 22 ads per year	All 23 Issues	Savings with multiple ads
RATES ARE PER ISSUE						
Front Cover Banner (Full Colour)	10" x 1.75"	\$575	\$517.50	\$488.75	\$460	\$57.50 - \$115
Inside Banner	10" x 1.75"	\$350	\$297.50	\$276.25	\$280	\$35 - \$70
Full Page	10" x 15.5"	\$1,150	\$1,035	\$977.50	\$920	\$115 - \$230
Half Page	10" x 7.75"	\$700	\$630	\$595	\$560	\$70 - \$140
1/3	4" x 15.5"	\$625	\$562.50	\$531.25	\$500	\$62.50 - \$125
1/4 vertical	4" x 7.75"	\$400	\$360	\$340	\$320	\$40 - \$80
1/4 horizontal	10" x 4"	\$400	\$360	\$340	\$320	\$40 - \$80
1/8	4" x 4"	\$200	\$180	\$170	\$160	\$20 - \$40

* Full Colour – additional \$400 *Single Colour – additional \$250 * 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 \$400.

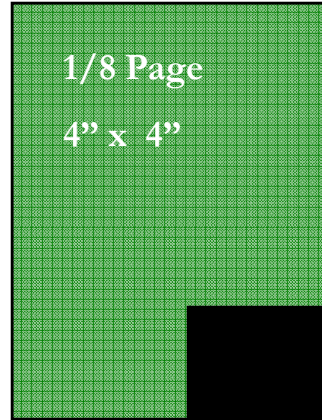
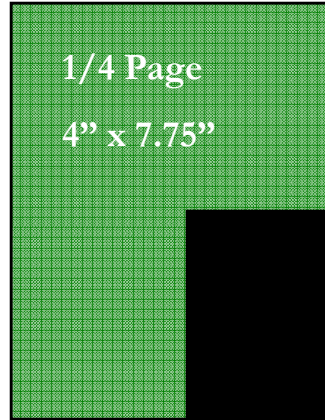
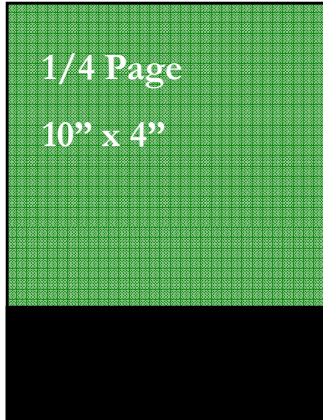
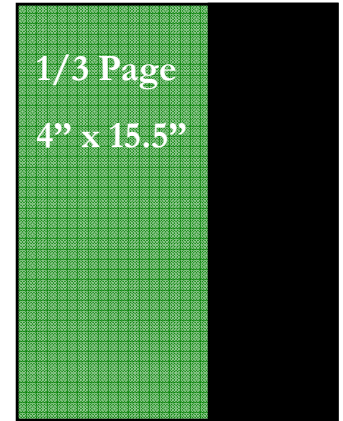
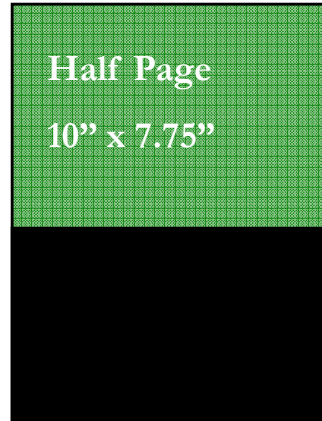
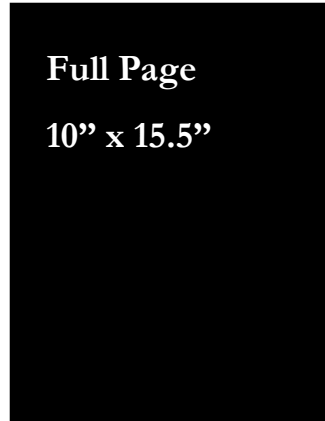
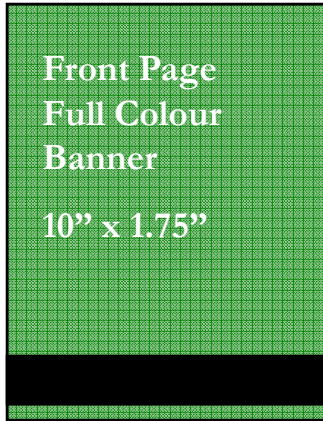
publication dates and ad submission deadlines

*artwork due by noon the preceding Thursday the publication date

September 2009 <table border="1"> <tr><td>S</td><td>M</td><td>T</td><td>W</td><td>T</td><td>F</td><td>S</td></tr> <tr><td></td><td></td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr> <tr><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td><td>12</td></tr> <tr><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td></tr> <tr><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td><td>26</td></tr> <tr><td>27</td><td>28</td><td>29</td><td>30</td><td></td><td></td><td></td></tr> </table>	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				October 2009 <table border="1"> <tr><td>S</td><td>M</td><td>T</td><td>W</td><td>T</td><td>F</td><td>S</td></tr> <tr><td></td><td></td><td></td><td></td><td>1</td><td>2</td><td>3</td></tr> <tr><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td></tr> <tr><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td></tr> <tr><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td></tr> <tr><td>25</td><td>26</td><td>27</td><td>28</td><td>29</td><td>30</td><td>31</td></tr> </table>	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	November 2009 <table border="1"> <tr><td>S</td><td>M</td><td>T</td><td>W</td><td>T</td><td>F</td><td>S</td></tr> <tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td></tr> <tr><td>8</td><td>9</td><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td></tr> <tr><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td></tr> <tr><td>22</td><td>23</td><td>24</td><td>25</td><td>26</td><td>27</td><td>28</td></tr> <tr><td>29</td><td>30</td><td></td><td></td><td></td><td></td><td></td></tr> </table>	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						December 2009 <table border="1"> <tr><td>S</td><td>M</td><td>T</td><td>W</td><td>T</td><td>F</td><td>S</td></tr> <tr><td></td><td></td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr> <tr><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td><td>12</td></tr> <tr><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td></tr> <tr><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td><td>26</td></tr> <tr><td>27</td><td>28</td><td>29</td><td>30</td><td>31</td><td></td><td></td></tr> </table>	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			January 2010 <table border="1"> <tr><td>S</td><td>M</td><td>T</td><td>W</td><td>T</td><td>F</td><td>S</td></tr> <tr><td></td><td></td><td></td><td></td><td></td><td>1</td><td>2</td></tr> <tr><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td></tr> <tr><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td></tr> <tr><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td></tr> <tr><td>24</td><td>25</td><td>26</td><td>27</td><td>28</td><td>29</td><td>30</td></tr> <tr><td>31</td><td></td><td></td><td></td><td></td><td></td><td></td></tr> </table>	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							February 2010 <table border="1"> <tr><td>S</td><td>M</td><td>T</td><td>W</td><td>T</td><td>F</td><td>S</td></tr> <tr><td></td><td></td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr> <tr><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td><td>12</td></tr> <tr><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td></tr> <tr><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td><td>26</td></tr> <tr><td>27</td><td>28</td><td></td><td></td><td></td><td></td><td></td></tr> </table>	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					
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■ Publication Date

■ Ad Submission Date



Contact Details

Folio Advertising

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

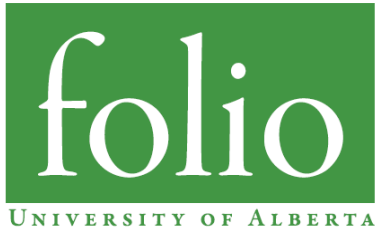
Creative Services

Email: creative@ualberta.ca

CentralWeb

Sean Hedge

16940 – 110 Avenue Edmonton, Alberta T5P 1G9
Phone: 780-489-6767 ext 233 or ext 241 Fax: 780-486-1789



artwork specs

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

artwork specifications

Please send a PDF, TIFF, or PDF version of the desired ad to folioads@ualberta.ca and to creative@ualberta.ca for final production and review.

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. Outline 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. Ensure 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 creative@ualberta.ca. Note: if emailing, all files must be compressed.

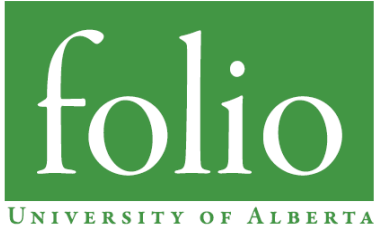
Colour ad: Colour laser print at 100% (supply with electronic files). File supplied on disk or emailed to creative@ualberta.ca. Note: if emailing, all files must be compressed.

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 16940 – 110th Ave, Edmonton Alberta, T5P 1G9 phone: 780-489-6767

design

If design services are required by the advertiser, charges will apply. Services provided by the University of Alberta Creative Services department are charged at \$75/ hour for design and \$35/hour if technical changes are required to an ad supplied.



contract

Office of Public Affairs
External 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) Colour Cost (if applicable): _____
 Single Colour - specify Pantone colour (\$250 extra) Design Cost (if applicable): _____
 Full Colour (\$400 extra) Total Cost (GST exempt): _____
U of A Internal Use Only: speed code: _____ acct code: _____
Invoicing: One Installment One Per Issue

Publication Schedule 2009-2010

- September 4, 2009 October 30, 2009 January 15, 2010 March 12, 2010 May 7, 2010 July 16, 2010
- September 18, 2009 November 13, 2009 January 29, 2010 March 26, 2010 May 21, 2010 August 13, 2010
- October 2, 2009 November 27, 2009 February 12, 2010 April 9, 2010 June 4, 2010
- October 16, 2009 December 11, 2009 February 26, 2010 April 23, 2010 June 18, 2010

Advertising Terms and Conditions

- Folio must receive and approve all advertisements before they are sent to print. Artwork 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: _____