

ISSUE AND CLOSING DATES

Space Closing	Material Closing
March 5, 2015	March 12, 2015

ADVERTISING RATES (NET RATES)

4C	1X	COVERS	1X
Full Page	\$ 2,330	OBC	\$ 3,130
2/3 Page	\$ 1,810	IFC/IBC	\$ 2,960
1/2 Page (Island)	\$ 1,460		
1/2 Page	\$ 1,350		
1/3 Page	\$ 1,090		
1/4 Page	\$ 950		
1/6 Page	\$ 780		
1/8 Page	\$ 630		
DPS	\$ 3,480		

Cover & Premium Positions Includes Colour

B&W: 25% off colour rate

Inserts & Belly Bands: Available upon request

Guaranteed Position: 15% extra

Advertising Agencies: Please add 15%

DIMENSIONS

	Width		Height
Full Page (Trim)	8.375"	x	10.875"
Full Page (Bleed)	8.625"	x	11.125"
Full Page (Live Area)	7"	x	9.5"
2/3 Page (Horizontal)	7"	x	6.25"
2/3 Page (Vertical)	4.625"	x	9.5"
1/2 Page (Island)	4.625"	x	7"
1/2 Page (Vertical)	3.375"	x	9.5"
1/2 Page (Horizontal)	7"	x	4.625"
1/3 Page (Horizontal)	7"	x	3"
1/3 Page (Vertical)	2.125"	x	9.5"
1/3 Page (Square)	4.625"	x	4.625"
1/4 Page (Horizontal)	4.625"	x	3.375"
1/4 Page (Vertical)	3.375"	x	4.625"
1/4 Page (Banner)	7"	x	2.125"
1/6 Page (Horizontal)	4.625"	x	2.125"
1/6 Page (Vertical)	2.125"	x	4.625"
1/8 Page (Horizontal)	3.375"	x	2.125"
1/8 Page (Vertical)	2.125"	x	3.375"
DPS (Trim)	17"	x	10.875"
DPS (Bleed)	17.25"	x	11.125"

MECHANICAL REQUIREMENTS

Electronic Material: Digital files only. PDF/X-1a files are preferred. Alternate acceptable formats include: Macintosh format, QuarkXPress 9, InDesign CS6, Illustrator CS6, Photoshop CS6 (or earlier). Include all fonts and high-resolution images (300 dpi files for best resolution) in TIFF or EPS format (**CMYK only**). **To ensure the accuracy of all advertisements, a full-size colour proof must be provided.** The publisher shall not be liable for any advertisements received without a colour proof.

File transfer media: DVD, CD, FTP or E-mail. Smaller files can be e-mailed up to a maximum file size of 10MB. Send to design@dvtail.com and jforbes@dvtail.com.

FTP Site: <ftp.dvtail.com>. Please send an e-mail to ftp@dvtail.com for password information for the *Accolades* FTP site.

Design Services: Complete design services are available at an additional charge. For details, please contact: Roberta Dick, robertad@dvtail.com or Joanna Forbes, jforbes@dvtail.com | Ph: 905.886.6640

DIGITAL ADVERTISING

Submission Guidelines: We can accept rich media. Please see below for accepted file formats. Advertisement animation of any format may run for a maximum of 30 seconds. Audio clips will play automatically.

Formats Accepted:

AUDIO: mp3: mpeg1, audio layer 3, wav: uncompressed audio file
wma: windows media file

VIDEO: ogg: a file type capable of video, audio and subtitles, avi: audio video interleave, mpg or mpeg: moving picture experts group, mov: the quicktime video file format, wmv: windows media video file

FLASH: flv: flash video file, swf: shockwave file

TERMS & CONDITIONS

Agency Commission: Fifteen per cent (15%) of gross to recognized agencies.

Terms: Net 30 days. Two per cent (2%) per month interest on overdue accounts.

Taxes: Our published rates do not include applicable taxes which will be added to invoices and clearly identified.

Publisher Conditions: Advertising material is subject to approval by the publisher. If an advertiser's contract is not fulfilled as specified, the advertiser agrees to pay the resulting short rates back to the best earned space rate applicable.

MAIL OR FAX CONTRACTS/INSERTION ORDERS AND MATERIAL TO:



Dovetail Communications Inc.
30 East Beaver Creek Road, Suite 202
Richmond Hill, ON L4B 1J2
Tel: 905.886.6640 Fax: 905.886.6615
E-mail: accolades@dvtail.com

Cancellations and space changes not accepted after closing date.