

ADVERTISING RATES

4-color	1x	2x	3x	4x
Full page	\$5,450	\$5,180	\$4,920	\$4,675
2/3 page	4,905	4,660	4,430	4,210
1/2 page	4,090	3,885	3,690	3,505
1/3 page	3,545	3,370	3,200	3,040
1/4 page	3,000	2,850	2,710	2,575
DPS	9,265	8,800	8,360	7,940
Covers				
OBC	\$6,815	\$6,475	\$6,150	\$5,845
IFC/IBC	6,540	6,215	5,905	5,610

We can create a custom package that works for you. Contact us today for *Wood Design & Building* awards sponsorship, Canadian Wood Council website advertising, and e-newsletter advertising rates.

ONLINE RATES AND SPECS

Banners	(Pixels)	1x	2x	3x	4x
Skyscraper	125 x 300	\$1,495			
Top Placement	488 x 72	\$1,395			
Second Placement	488 x 72	\$1,195			
Third Placement	488 x 72	\$995			
Tile	125 x 125	\$695			

DIMENSIONS

(INCHES)

Full page (trim)	8.375 x 10.75
Full page (bleed)	8.625 x 11
Full page (live area)	7.625 x 9.875
2/3 page vertical	4.75 x 9.875
1/2 page vertical	3.625 x 9.875
1/2 page horizontal	7.625 x 4.9375
1/3 page vertical	2.375 x 9.875
1/4 page vertical	3.625 x 4.75
1/6 page vertical	2.375 x 4.75
1/8 page horizontal	3.625 x 2.25
DPS	16.75 x 10.75

Please include crop marks and leave a bleed of .125 inch if required.

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 color proof must be provided. The publisher shall not be liable for any advertisements received without a color 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 *Wood Design & Building* 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,
Tel: 905.886.6640

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: wood@dvtail.com Website: www.dvtail.com

Cancellations and space changes not accepted after closing date.