

LAB
Business

Bio Business

Canadian
food Business
» The science of food and beverage

JANUARY/FEBRUARY

Bonus Distribution: PITTCON 2018

ad space: January 26th
ad material deadline: February 2nd

Theme: Arctic Discoveries

BIO

Profile: Life Sciences
News Maker

LAB

New product review

MAY/JUNE

ad space: May 4th
ad material deadline: May 11th

Theme: Climate Change

BIO

Profile: Life Sciences
News Maker

LAB

New product review

SEPTEMBER/OCTOBER

ad space: September 7th
ad material deadline: September 14th

Theme: Nanotechnology

BIO

Profile: Life Sciences
News Maker

LAB

New product review

ON TWITTER AT
@biolabmag

ON FACEBOOK AT
/biolabmag

ON TWITTER AT
@CDNfood

MARCH/APRIL

Bonus Distribution: BIO 2018

ad space: March 23th
ad material deadline: March 30th

Theme: Gene Therapy

BIO

Profile: Life Sciences
News Maker

LAB

New product review

JULY/AUGUST

ad space: July 6th
ad material deadline: July 13th

Theme: Stem Cells

BIO

Profile: Life Sciences
News Maker

LAB

New product review

NOVEMBER/DECEMBER

ad space: November 2nd
ad material deadline: November 9th

Theme: Artificial Intelligence

BIO

Profile: Life Sciences
News Maker

LAB

New product review

Special
*Canadian Food
Business*
Research Chefs:
A Day in the Life

Special
*Canadian Food
Business*
Food Fraud

2018 Rates & Specs

ADVERTISING RATES (GROSS RATES)

4-colour	1x	2x	3x	4x
Full Page	\$3,500	\$3,325	\$3,160	\$3,000
1/2 Page Island	2,975	2,825	2,685	2,550
1/2 Page	2,625	2,495	2,370	2,250
1/3 Page	2,275	2,160	2,050	1,950
1/4 Page	1,925	1,830	1,740	1,655
1/2 DPS	4,465	4,240	4,030	3,830
DPS	5,950	5,655	5,370	5,100
Covers				
OBC	\$4,375	\$4,155	\$3,945	\$3,750
IFC/IBC	4,200	3,900	3,790	3,600

Cover & Premium Positions Includes Colour. B&W: 25% off colour rate
Position: 15% extra

Inserts available: Call for details.

UNIQUE ADVERTISING OPPORTUNITIES

Inserts and Belly Bands	Embedded Flash
Audio	Embedded Video

Call for details

WEBSITE ADVERTISING PER MONTH

660 x 90 Leaderboard	\$995
300 x 250 Big Box	\$650
300 x 125 Medium Rectangle	\$500

SWF, GIF or JPEG in RGB colour space, 72 dpi. SWF files must have link embedded and should be accompanied by a backup GIF or JPEG. Please indicate the URL click through for all online ad creative.

SPONSORED CONTENT - Including white paper and reports

Exclusive Opportunities	Call for details
-------------------------	------------------

DIMENSIONS (INCHES)

	Width	Height
Trim Page	8.125"	10.875"
Bleed Page	8.375"	11.125"
Live Area	7"	10"
1/2 Page Island	4.625"	7.5"
1/3 Page Vertical	2.125"	10"
1/2 Page Horizontal	7"	4.875"
1/3 Page Square	4.625"	4.875"
1/4 Page Square	3.375"	4.875"
1/6 Page	2.25"	4.875"
DPS	16.25"	10.875"

MECHANICAL REQUIREMENTS

Electronic material: Digital files only. PDF/X-1a files are preferred. Alternate acceptable formats include: Mac-based QuarkXPress 9, InDesign CS6, Illustrator CS6, Photoshop CS6 (or earlier). Include all fonts and high-resolution CMYK images (300 dpi files for best resolution) in TIFF or EPS format. To ensure the accuracy of all art, 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 email. Smaller files can be emailed up to a maximum file size of 10 MB.
Send to chimes@jesmar.com.

FTP site: Please send an email to ftp@jesmar.com for login information for Canadian Food Business FTP site.

Design services: Complete design services are available at an additional charge. For details, please contact:
Robert Dick, robertad@jesmar.com or
Crystal Himes, chimes@jesmar.com at 905.886.5040

DIGITAL REQUIREMENTS

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.

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.

EMAIL CONTRACTS/INSERTION ORDERS & MATERIAL TO:

JESMAR
COMMUNICATIONS INC.

Jesmar Communications Inc.
30 East Beaver Creek Road, Suite 202
Richmond Hill, ON L4B 1J2
Tel: 905.886.5040 Fax: 905.886.6615
Email: canadianfoodbusiness@dvtail.com

Cancellations and space changes not accepted after closing date.