

# Editorial Calendar



## Dates

Issue	Space Closing	Material Due	Publish Date	Themes
Fall 2018	August 13	August 20	Week of October 1	Keeping the Customer First
Winter 2018	November 2	November 9	Week of January 2	Expanding Local Energy Conservation
Spring 2019	January 31	February 7	Week of March 26	Electrification – Transforming Transportation in Ontario

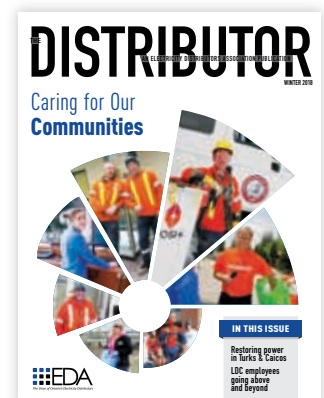
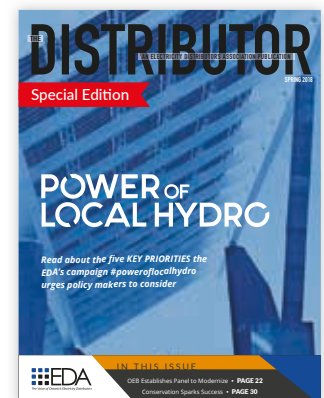
Dates are subject to change

## Editorial

*The Distributor* typically contains 5 – 10 unique and engaging editorial features.

	Latest Sector News
	Advocacy in Action
	Focus on Innovations
	Peer Success Stories

Our content is geared to utility members and the work of the EDA's commercial members.



# 2018 Rates & Data

## Full Color Advertising Rates (gross rates)

	1x	2X	3X	4X
Full Page	\$ 2,550	\$ 2,425	\$ 2,305	\$ 2,190
2/3 Page	\$ 2,295	\$ 2,180	\$ 2,070	\$ 1,965
1/2 Page Island	\$ 2,170	\$ 2,060	\$ 1,955	\$ 1,855
1/2 Page	\$ 1,915	\$ 1,820	\$ 1,730	\$ 1,645
1/3 Page	\$ 1,670	\$ 1,585	\$ 1,505	\$ 1,430
1/4 Page	\$ 1,405	\$ 1,335	\$ 1,270	\$ 1,205
1/8 Page	\$ 765	\$ 725	\$ 690	\$ 655
1/8 Page Marketplace	\$ 460	\$ 435	\$ 415	\$ 395
DPS	\$ 4,335	\$ 4,120	\$ 3,915	\$ 3,720
1/2 DPS	\$ 3,250	\$ 3,090	\$ 2,935	\$ 2,790
OBC	\$ 3,190	\$ 3,030	\$ 2,880	\$ 2,735
IFC/IBC	\$ 3,060	\$ 2,905	\$ 2,760	\$ 2,620

**Covers are non-cancellable, full-page, four-colour process**

**Special positions:** 25% surcharge, space only

**Inserts/outserts:** Rates available on request

**Members receive a 10% discount**

## Online Advertising Rates (gross rates)

	Size (Pixels)	1 Month	3 Months	6 Months
Skyscraper	160 x 600	\$ 290	\$ 785	\$ 1,480
Leaderboard	728 x 90	\$ 350	\$ 945	\$ 1,785

Dimensions (inches)	Width	Depth
Full Page (trim)	8.375	10.875
Full Page (bleed)	8.625	11.125
Full Page (live area)	7	9.5
2/3 page	4.625	9.5
1/2 Island	4.625	7
1/2 Horizontal	7	4.625
1/3 Vertical	2.125	9.5
1/3 Square	4.625	4.625
1/4 Horizontal	4.625	3.625
1/8 Horizontal	3.375	2.125
1/8 Vertical	2.215	3.375
1/8 Marketplace	3.375	2.125

## Mechanical Requirements

**Electronic Material:** Digital files only. PDF/X-1a files are preferred. Alternate acceptable formats include: Macintosh format, QuarkXPress 10, InDesign CC2017, Illustrator CC2017, Photoshop CC2017 (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@dvetail.com and chimes@dvetail.com.

**FTP Site:** ftp.dvetail.com. Please send an e-mail to ftp@dvetail.com for password information for *The Distributor* FTP site.

**Design Services:** Complete design services are available at an additional charge.

**For details, please contact:**

Roberta Dick, robertad@dvetail.com or Crystal Himes, chimes@dvetail.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: eda@dvetail.com

Website: www.dvetail.com

**Cancellations and space changes not accepted after closing date.**