

EDITORIAL CALENDAR

DATES

ISSUE	SPACE	MATERIAL	PUBLISHED (week of)	THEMES
Spring	January 31	February 7	March 26	We Put Our Customers First
Summer	May 8	May 15	July 13	Local Hydro Is Powerful/EDA Awards
Fall	July 24	August 1	October 1	We Are Constantly Innovating
Winter	November 2	November 9	January 2, 2021	We Power the Economy and Create Jobs/ There When You Need Us

Dates are subject to change

EDITORIAL

Offering a range of unique and engaging editorial features that guide and inspire readers.



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.

FULL COLOR ADVERTISING RATES (GROSS RATES)

	1x	2X	3X	4X
Full Page	2,805	2,665	2,530	2,405
2/3 Page	2,525	2,400	2,280	2,165
1/2 Page Island	2,385	2,265	2,150	2,045
½ Page	2,105	2,000	1,900	1,805
1/3 Page	1,825	1,735	1,650	1,570
¼ Page	1,545	1,470	1,395	1,325
1/6 Page	840	800	760	720
1/8 Page Marketplace	505	480	455	430
DPS	4,770	4,530	4,305	4,090
1/2 DPS	3,575	3,395	3,225	3,065
OBC	3,505	3,330	3,165	3,005
IFC/IBC	3,365	3,195	3,035	2,885

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

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 Vertical	3.375	4.625
1/6 Vertical	2.125	4.625
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 CC, Illustrator CC, Photoshop CC (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 chimes@dvtail.com.

FTP Site: [ftp.dvtail.com](ftp:dvtail.com). Please send an e-mail to ftp@dvtail.com for password information for *The Distributor* FTP site.

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

For details, please contact:

Crystal Himes, chimes@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:

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Cancellations and space changes not accepted after closing date.