

REAL ESTATE RATES & SPECS

1,105,000
READERSHIP



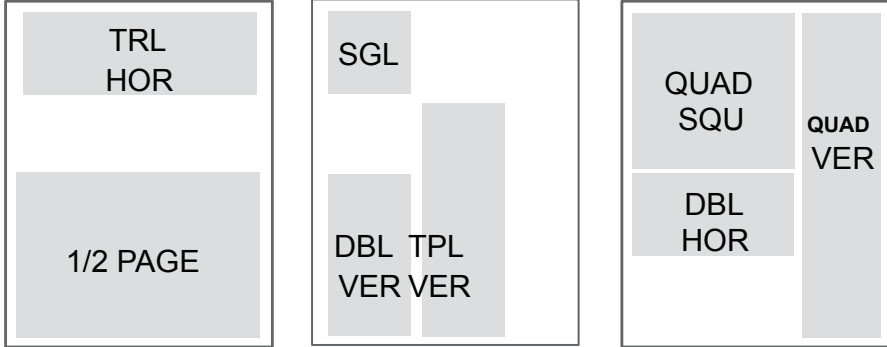
Cottage Life is a go-to resource for cottage owners to be. Our Real Estate section is seen by a host of potential cottage buyers, making it an ideal and targeted way to promote your cottage, cabin, or country property.

Size	1-2 times	3-5 times	6 times
Single (supplied)	\$380	\$360	\$335
Double (supplied)	\$655	\$620	\$590
Triple (supplied)	\$880	\$845	\$815
Quadruple (supplied)	\$1,080	\$1,045	\$1,015
1/2 page (supplied)	\$1,500	\$1,450	\$1,315

* Supplied ads are sent to Cottage Life in accordance with our material specifications.

MECHANICAL INFORMATION

Printing method	Computer-to-plate /Web offset
Bindery method	Perfect Bound
Book trim size	8" x 10.875"
Bleed page	8.25" x 11.125"
Bleed 1/2 page	8.25" x 5.5625"
Bleed DPS	16.25" x 11.125"



STANDARD UNIT SIZES

Size	Dimensions
Single	2.125" wide x 2.25" deep
Double vertical	2.125" wide x 4.75" deep
Triple vertical	2.125" wide x 7.25" deep
Quad vertical	2.125" wide x 9.75" deep
Double horizontal	4.375" wide x 2.25" deep
Triple horizontal	6.875" wide x 2.25" deep
Quad square	4.375" wide x 4.75" deep
1/2 page	6.8125" wide x 4.64" deep

REAL ESTATE TERMS AND CONDITIONS

Digital requirements for advertising material

Cottage Life will not assume any responsibility for advertising reproductions that do not conform to the mechanical specifications listed here. All ads must be supplied digitally.

- We accept PDF-x1a and PDF-x4 files (ensure that files are 300 dpi).
- Document built to trim size must include .125" bleed.
- Images should be a minimum resolution of 300 dpi @ 100% size.
- All RGB images must be converted to CMYK.
- All spot colours (pantone) must be converted to CMYK.
- Type should be a minimum of 8 point. Reverse type less than 12 point is not suitable for reproduction. Cottage Life is not responsible for reproduction of type in size smaller than those mentioned above.
- Ink density for all four colours must not exceed 280%.
- Supply single pages and not spreads. Single pages should be no more than trim plus bleed.
- Supply ad material via AdDirect ad portal.
- Advertisers and/or advertising agencies assume full responsibility for all content of advertisements and any claim made against Cottage Life because of such content.
- Cottage Life reserves the right to refuse any or all copy deemed by Cottage Life to be unsuitable.
- All advertising materials will be destroyed by Cottage Life if not requested within one year after date last used.

IMPORTANT NOTE:

Any exceptions to these specs must be approved by publisher prior to sending.
Material conversions and customs-brokerage costs will be billed net as production charges.

Payment terms

Payment in full (VISA, MasterCard, Amex or cheque) must be included with your order and received in our office on the space closing date of each issue.

Frequency discounts are based on a contract period of 12 months commencing with the Advertiser's first insertion. Short-rating will apply if cancellations occur.

Ad Material

Rate includes: ONE design and electronic assembly of ad, plus TWO copy revisions prior to first insertion. Requests for any additional changes to either copy or design will be billed additional production charges. Advertisers must supply: photographic prints, original logo art, final typed copy, and any desired line art or illustrations.

Original logo art on photographic-quality paper is essential for good reproduction in the magazine. Unless appropriate original material is supplied, Cottage Life cannot be held responsible for print reproduction.

Colour transparencies and colour prints are acceptable for reproduction on our in-house scanner.

Cottage Life will not guarantee optimum reproduction, nor accept responsibility for error, if any materials are submitted later than the scheduled material-closing date.

Changes to existing ads

No changes can be made to supplied ads; the advertiser must re-supply the ad material. Copy changes can be made to ads created by Cottage Life at a cost of \$35 per revision. Changes to an ad that requires scanning illustrations or photographs will be charged \$50.

AdDirect Upload Information

Visit the AdDirect homepage to take a tour on how to upload your ad using the preflight portal system.

addirect.sendmyad.com

