

WESTERN EDITION MARKETPLACE RATES & SPECS

419,000
READERSHIP



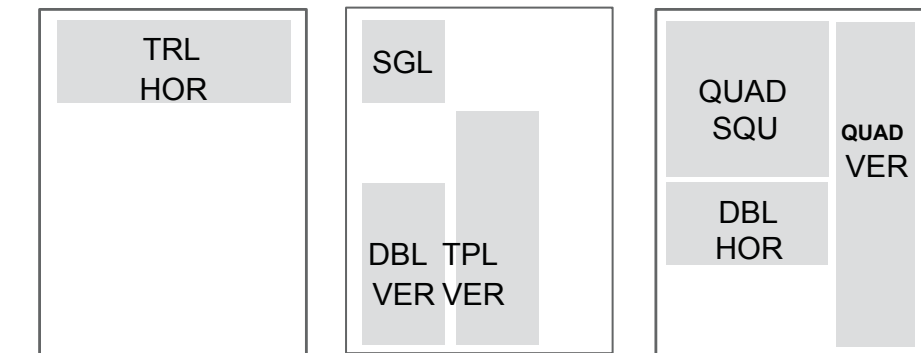
Cottagers are a lucrative market for advertisers to reach. Feature your product or service in every issue of Marketplace, a special display section for direct and retail advertisers servicing the Western Canada region (British Columbia, Saskatchewan, Alberta).

| Size | 1 × | 3 × | 6 × |
|----------------------|-------|-------|-------|
| Single (supplied) | \$255 | \$245 | \$235 |
| Double (supplied) | \$435 | \$420 | \$390 |
| Triple (supplied) | \$680 | \$640 | \$610 |
| Quadruple (supplied) | \$740 | \$715 | \$670 |

* 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" × 10.875" |



STANDARD UNIT SIZES

| Size | Dimensions |
|-------------------|--------------------------|
| Single | 2.125" wide × 2.25" deep |
| Double vertical | 2.125" wide × 4.75" deep |
| Triple vertical | 2.125" wide × 7.25" deep |
| Quad vertical | 2.125" wide × 9.75" deep |
| Double horizontal | 4.375" wide × 2.25" deep |
| Triple horizontal | 6.875" wide × 2.25" deep |
| Quad square | 4.375" wide × 4.75" deep |

WESTERN EDITION MARKETPLACE 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%.
- Please be sure to include trim and crop marks on your file.
- 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

All advertising booked is subject to credit approval. First-time advertisers must pay the first insertion in full at time of booking. Advertisers will be invoiced upon publication with terms of net 30 days, first-time advertisers excepted. Past due invoices are subject to a service charge of 1.5% per month.

Pre-authorized Payment Discount Program: Provide credit card preauthorization (or post-dated cheques) for payment of each insertion of your contract at time of booking and receive a \$50 discount per insertion. Payment will be charged on date of invoice date of each insertion.

(Exception: first insertion for first-time advertisers will be charged at time of booking). Consult your Account Executive for more details.

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 Materials

Rate includes: ONE design and electronic assembly of ad, plus ONE copy revision 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





CONTACTS

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Cottage Life