

Bars & Boissons

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RATE CARD NO. 1 EFFECTIVE JANUARY 1, 2007/2008

GENERAL ADVERTISING RATES per insertion (*CDN Dollars)

	1 issue B/W	1 issue colour	4 issues B/W	4 issues colour
D.P.S.	\$3,000.00	\$3,775.00	\$2,800.00	\$3,500.00
1 Page	\$1,750.00	\$2,475.00	\$1,600.00	\$2,300.00
2/3 Page	\$1,525.00	\$2,250.00	\$1,400.00	\$2,100.00
1/2 Page (Island)	\$1,250.00	\$1,975.00	\$1,150.00	\$1,870.00
1/2 Page	\$1,085.00	\$1,800.00	\$1,000.00	\$1,700.00
1/3 Page	\$900.00	\$1,600.00	\$800.00	\$1,500.00
1/4 Page	\$750.00	\$1,450.00	\$675.00	\$1,350.00
1/6 Page	\$625.00	\$575.00

Cover Rates (includes four colour process)

	1 issue	4 issues
IFC and IBC	\$3,000.00	\$2,850.00
OBC	\$3,475.00	\$3,200.00

(Covers must be 4 color process) **Cover positions are non-cancellable.**

Bleed Pages..... no extra charge.

Special Position Guaranteed15% extra based on black and white rates.

InsertsRates on request.

Commissions and Cash Discounts. Agency commission (to advertising agencies only), 15%. Agency cash discount, 2% on payment within 20 days.

Advertising Contracts. No advertising contract is accepted for longer than twelve months from its date of issue.

Colour Rates

Standard ICA (AAA) Colours **\$410.00 extra per colour per page or unit thereof.**

Matching Colours **\$485.00 extra per colour per page or unit thereof.**

Cost is extra if magazine makes four color separations or builds negatives.

Metallic InkRates on request.

Subscriptions: \$40.00 per year; \$57.00 two years; \$62.00 three years.

Canada only. Foreign rates on request. 6% GST is applicable to total cost of all ads/subscriptions.



www.mercury.mb.ca

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