



Mechanical Information

Supply as DIGITAL FILES in MAC format

Our preference is a press ready PDF

Adobe InDesign up to CS, QuarkXpress up to v5,
Adobe Illustrator up to CS, Adobe Photoshop up to CS

Transport Media: CD, DVD, or FTP

FTP information:

To upload using FTP software:

host: ftp.metroland.com
user id: adbank
pass: csl
folder: Durham Trade and Commerce

To upload using a web browser:

ftp://adbank:csl@ftp.metroland.com
folder: Durham Trade and Commerce

File Formats: INDD, QXD, TIFF, EPS

Required Resolution: 300 dpi, 150 lpi

dtc

**Durham
BusinessTimes**

DYNAMIC PUBLISHING  **EVENTS MANAGEMENT**

130 Commercial Avenue
Ajax, ON L1S 2H5

t: 905-426-4676
f: 905-426-6598

www.durhamtradeandcommerce.com

TERMS OF PAYMENT: 1) Net due upon receipt of invoice on established credit*.
*Terms may vary according to method of payment.

2) Retail rates are non-commissionable. Commissionable rates available upon request.

GENERAL: 1) Any advertisement is accepted, rejected or classified at the publisher's discretion.
2) The publisher reserves the right or option to insert the word "advertisement" above or below any copy. 3) All materials produced by the newspaper remain the property of the publisher. 4) Rates are subject to change without notice.

ERRORS & OMISSIONS: Liability of Publisher for non-insertion is limited to the amount paid for the advertisement. Liability of Publisher for errors by Publisher is limited to cost of space occupied by the error. Liability of Publisher for damage arising out of incorrect delivery or non-delivery of any flyer is limited to the amount paid to the Publisher for distribution of such flyer. Claims for errors in advertisements or flexform formats are not guaranteed unless a premium is paid. The printing of key numbers is not guaranteed. The Publisher reserves the right to reject, discontinue or omit any advertisement without notice or penalty to either party. Advertiser warrants that advertising content will not be libelous or misleading. Advertiser agrees to indemnify Publisher with respect to any loss sustained by Publisher on publishing a libelous or misleading advertisement.



dtc

durhamtradeandcommerce

2009 RATE CARD



Who We Are

Durham Trade and Commerce (DTC) is a quarterly glossy magazine produced by Dynamic Publishing and Events Management, a division of Metroland Durham Region Media Group as a supplement to *Durham Business Times*.

As a leader in community-based publishing, we provide informative editorial pertaining wholly to local businesses. We are aware of Durham's business growth over the past decade and we use our magazine to celebrate local achievements. DTC features a mix of relevant business topics, ranging from technology to commercial real estate from wellness to management strategies. DTC features everything Durham Region business people need to network and ultimately, succeed.



Our Demographics

Ontario is Canada's economic engine with a powerful base of business in every sector. Durham Region is an integral part of these active industries. Key employers include General Motors, Ontario Power Generation, Lear Corporation and Minacs plus a core of vital small to medium sized industry leaders.

Our Distribution

Durham Trade & Commerce has a circulation of 15,000 of which over 4,600 are individually addressed to owners, managers, professionals, executives and key people in the business community. In addition, 11,400 are directly delivered to select businesses in Durham Region and distributed to high traffic locations such as government offices and libraries.



Editorial Themes

Each edition will feature municipal economic updates, details on trends or innovations in each business sector, a review of a local dealmaker's lunch spot, success stories, small business profiles and highlights of prominent people. In addition, each quarterly edition will contain editorial content pertaining to a specific theme or industry. Each theme will look at service providers as well as trends and noteworthy people in that industry.

Spring	Construction
Summer	Energy
Fall	
Winter	Automotive

Additional features may be added throughout the year.



TRIM SIZE
8.125" x 10.75"

Advertising Specifications

FULL PAGE
8.125" x 10.75" (trim)
8.375" x 11" (bleed)

2/3 PAGE
4.68" x 9.875"

1/2 PAGE
7.125" x 4.825" (horz.)
3.5" x 9.875" (vert.)

1/4 PAGE
3.5" x 4.825"

1/8 PAGE
3.5" x 2.35"

Advertising Rates

FULL COLOUR	1x	2x	3x	4x
Full page	\$1,759	\$1,594	\$1,429	\$1,374
2/3 page	\$1,264	\$1,208	\$1,154	\$1,044
1/2 page	\$989	\$934	\$879	\$824
1/4 page	\$549	\$527	\$505	\$472
1/8 page	\$439	\$417	\$395	\$362

Corporate Overview \$2,034

A two-page spread featuring a company profile and a full page advertisement.

Premium Positions - Full Colour (min. 4 insertions)

Inside back page	\$1,979
Inside front page	\$2,199
Back page	\$2,420

Positioning charge 25%. Subject to availability. Prices effective November 2006 and are subject to change without notice.

Additional services:

Basic ad layout and design is available at no additional charge. This includes a maximum of two revisions per ad. In the event that additional services are required, pricing is as follows:

Design	\$45/hour
Ads to disk	\$10 per disk



2009 Production Schedule

EDITION	AD COPY + BOOKING DEADLINE	DISTRIBUTES WEEK OF:
Spring	March 4	March 22
Summer	June 3	June 21
Fall	September 2	September 20
Winter	December 9	December 27