



## 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: East of the City

To upload using a web browser:

ftp://adbank:csl@ftp.metroland.com  
folder: East of the City

**File Formats:** INDD, QXD, TIFF, EPS

**Required Resolution:** 300 dpi, 150 lpi



**DYNAMIC PUBLISHING**  **EVENTS MANAGEMENT**

130 Commercial Avenue  
Ajax, ON L1S 2H5

t: 905-426-4676

f: 905-426-6598

www.eastofthecity.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.



# RATE CARD 2009



## East of the City — a reflection of our rich community

Now entering our fifth year, *East of the City* has already become a recognized and sought-after publication. *East of the City* is an exclusive upscale magazine specifically targeting high-income neighbourhoods within Durham Region.

Having been described as “a jewel”, *East of the City* is unique to Durham Region. It is the only magazine that celebrates the uniqueness of our community and the people who live here.

In every edition, we highlight local artists and musicians, expose you to the region's best chefs and restaurants as well as home décor, fashion and health issues while providing an up-close look at personalities and businesses that have taken root east of the city.

*East of the City* publishes every two months with both compelling and entertaining content.

### In every edition

Each editorial department targets a specific interest of our readers. In addition to these regular sections, in-depth personal profiles will accompany a variety of topical and/or seasonal articles.

- People** Uncovers the personalities who call Durham Region home.
- Artist** Showcases the talent within our community in all media.
- Destinations** Explores the ends of the Earth and everywhere in between.
- Dining** Highlights some of the best restaurants and their chefs.
- Drink** Whets your palate with some of the finest wines and beverages available.
- Fashion** Features upscale fashions available in the region.
- Food** Focuses on a specific type of cuisine and where to find it.
- Drive** Puts the latest in luxury vehicles to the test.

\*Sections subject to change

### Targetted audience

*East of the City* is delivered to 25,000 of the region's most affluent homes. Reaching homes with combined annual incomes of more than \$150,000, East's distribution targets a cultured and discerning consumer. Our readers are educated, live well and love the finer things in life.

*East of the City* delivers content you cannot find elsewhere, written by creative writers who live in the region. Both reflect the diversity, richness and heritage of the community we serve.



### Advertising Sections

These sections include advertising complemented by advertorial copy.

*Please ask for your sales rep for deadlines.*

**JAN/FEB** – Health & Wellness

**MAR/APR** – Home & Garden

**MAY/JUNE** – Outdoor Recreation

**JULY/AUG** – Summer Getaways

**SEPT/OCT** – Home & Décor

**Professional Profile**  
**\$2,900** per insertion

This offer includes one full-page ad complemented by one page of professionally written promotional copy. Up to four photographs can be included.

Editorial Special Sections  
**The Arts in Durham**  
September 2009



### Advertising Specifications

**TRIM SIZE**  
8.375" x 10.875"

**FULL PAGE**  
8.375" x 10.875" (trim)  
8.625" x 11.125" (bleed)  
7.5" x 9.75" (safe)

**2/3 PAGE**  
4.95" x 9.75"

**1/2 PAGE**  
7.5" x 4.8" (Horizontal)  
4.95" x 7.25" (Vertical)

**1/3 PAGE**  
4.95" x 4.8" (Horizontal)  
2.4" x 9.75" (Vertical)

**1/6 PAGE**  
4.95" x 2.325" (Horizontal)  
2.4" x 4.8" (Vertical)

### Advertising Rates

FULL COLOUR	1x	3x	6x
Full Page	\$2,900	\$2,700	\$2,400
2/3 Page	\$2,400	\$2,200	\$1,900
1/2 Page	\$1,900	\$1,700	\$1,500
1/3 Page	\$1,200	\$1,100	\$1,000
1/6 Page	\$650	\$600	\$550

#### PREMIUM POSITIONS - FULL COLOUR

Inside back cover	\$3,200
Inside front cover	\$3,300
Page 3 (facing)	\$3,300
Back cover (full bleed)	\$3,900

Rates in effect from November/December issue 2006  
Rates are subject to change without notice.  
Multiple market buy discount available.

#### 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:

<b>Design</b>	\$45/hour
<b>Ads to disk</b>	\$10 per disk

Ask your account representative about rates and information for other City magazines: *Niagara Life, West of the City, Centre of the City, North of the City, Beyond the City, Ruby, and Grand.*



### 2009 Production Schedule

EDITION	AD COPY + BOOKING DEADLINE	DISTRIBUTES WEEK OF:
January/February	November 28	December 31
March/April	January 30	February 22
May/June	April 3	April 26
July/August	May 29	June 21
September/October	July 31	August 26
November/December	October 2	October 25
January/February 2010	December 4	December 27