

2010 RATE CARD

SAFE MAGAZINE

Safety Awareness For Everyone

Child Find
MANITOBA



As the official magazine of Child Find Manitoba, **SAFE** is committed to providing parents, caregivers and educators with information that empowers and inspires them to teach children about personal safety and protect them from sexual exploitation.

SAFE Magazine has a guaranteed distribution of 30,000, with coverage including hospital waiting rooms, Doctor's offices, dental offices, community centres and direct to Winnipeg homeowners.

**Demonstrate
your commitment
to the protection of
Manitoba's children.
Advertise in S.A.F.E.
TODAY!**

2010 PUBLISHING CALENDAR:

SAFE Magazine

Distribution: Winnipeg Free Press subscribers, Hospital waiting rooms, Doctor’s offices, Dental offices, Community Centres

Issue	Booking Deadline	Art Deadline	Distribution Date
Spring/Summer Edition	February 26, 2010	March 5, 2010	April 2010
Fall/Winter Edition	September 30, 2010	October 8, 2010	November 2010

**Tentative schedule: All information is subject to change at any time.*

2010 ADVERTISING GENERAL INFORMATION

Free Online Exposure:

All advertisers will receive extra exposure on the web at no additional cost through the posting of the online version of the magazine on the Child Find Manitoba website at www.childfind.mb.ca.

Reduced Rates:

Reduced rates are available for charitable, cultural and educational institutions on request.

Special Classification:

SAFE reserves the right to place the word ‘Advertisement’ above copy which, in the opinion of the publisher, resembles editorial matter.

Position Incumbencies:

Advertisers who have purchased cover or other premium space in the previous edition have until three months prior to the booking deadline of the subsequent edition to notify SAFE in writing of their intention to renew to reserve that space.

RATE CARD:

Black and White	1X	2X
Premium Back Cover (includes 4 colour process)	\$4,180	\$3,895
Premium Inside Covers (includes 4 colour process)	\$3,895	\$3,650
Double Page Spread (includes 4 colour process)	\$5,880	\$5,490
1/2 Double Page Spread	\$4,095	\$3,895
1/3 Double Page Spread	\$3,695	\$3,550
Full Page	\$2,580	\$2,350
1/2 Page	\$2,095	\$1,895
1/3 Page	\$1,150	\$1,040
1/4 Page	\$745	\$695
1/8 Page	\$315	\$295

One additional process colour: \$150 | Two additional process colours: \$200 | Full colour process: \$300

- Rates are for space (and colour) only. Rates do not include GST.
- Costs incurred for publication-produced ads or non-compatible electronic files will be charged to the advertiser. Minimum charge \$20.00.

GENERAL POLICY:

- All advertising subject to approval.
- Rates are subject to change without notice.
- Advertising is non-cancelable after closing date.
- Rates do not include Goods and Services Tax.
- Terms of Payment: Interest of 1.75% per month will be charged on unpaid accounts after 30 days. On direct accounts, the payment should be made with orders by the closing date unless credit terms have been previously arranged.
- Errors and Omissions: Liability of SAFE for non-insertion is limited to the amount paid for the advertisement.

MECHANICAL Requirements

Please include a pdf for proofing purposes, or fax a hard copy to (204) 948-2461

FILE TYPE

- Preferred digital file format is *PDF/X1a*.
- Other supported program files are InDesign, Photoshop, and Illustrator. Supported file types are: pdf, tif, jpg, eps, psd, and ai.
- For other formats, all picture files and fonts should be supplied with the ad (Mac fonts only).
- The file must be right-reading, portrait mode, 100% size, no rotations.
- Microsoft Publisher or Word files are not accepted.

FILE NAME

- Please reflect your company/ad in the name of your file.

RESOLUTION

- Digital image resolution should be 300 dpi at final size.

COLOUR

- CMYK or Grayscale, no RGB colors or spot colors accepted.

DESIGN

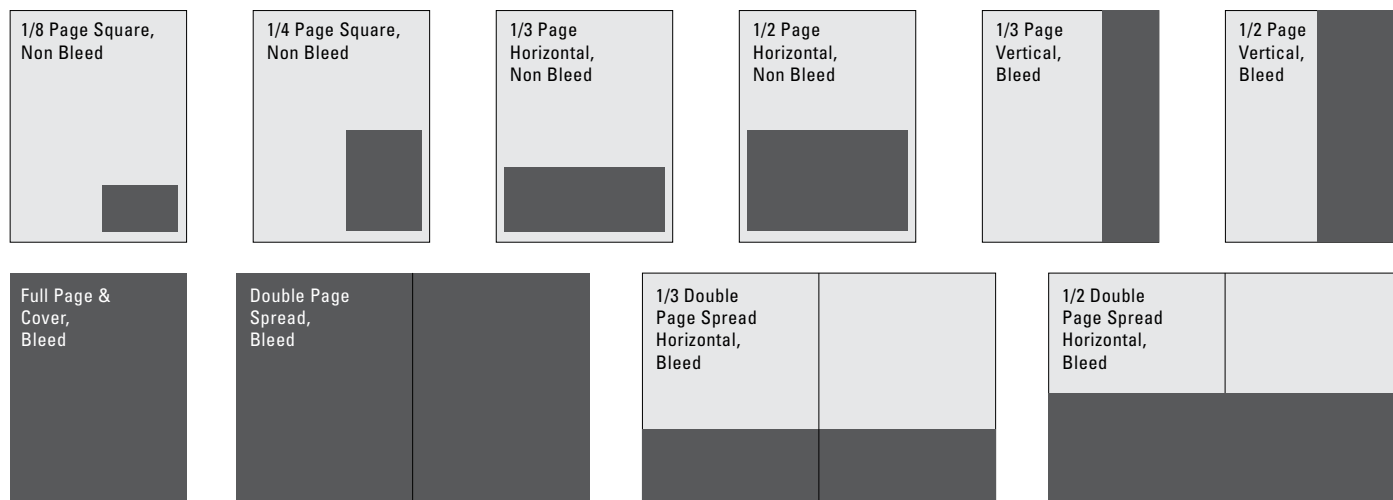
- Avoid vector based effects (dropshadows, blurs, gradients etc.) as they may not print accurately.
- Please submit separate files for each ad submission, do not place multiple ads on one page.

PAGE UNIT	BLEED	NON BLEED	TRIM	SAFETY
NON BLEED				
1/8 Page Square		3.4375" x 2.0938"		3.1875" x 1.8438"
1/4 Page Square		3.4375" x 4.5625"		3.1875" x 4.3125"
1/3 Page Horizontal		7.25" x 2.9167"		7" x 2.6667"
1/2 Page Horizontal		7.25" x 4.5625"		7" x 4.3125"
BLEED				
Covers	8.5" x 11"		8" x 10.5"	7.5" x 10"
Full Page	8.5" x 11"		8" x 10.5"	7.5" x 10"
1/2 Page Vertical	4.0625" x 10.75"		3.8125" x 10.5"	3.3125" x 10"
1/3 Page Vertical	2.7917" x 10.75"		2.5417" x 10.5"	2.0417" x 10"
SPREAD <i>Note: please allow for a 0.5" margin in the middle for Spreads</i>				
Double Page (D.P.) Spread	16.5" x 11"		16" x 10.5"	15.5" x 10"
1/2 D.P. Spread Horizontal	16.5" x 5.5625"		16" x 5.0625"	15.5" x 4.5625"
1/3 D.P. Spread Horizontal	16.5" x 3.875"		16" x 3.4167"	15.5" x 2.9167"

Note: all measurements are given in width x height

FONTS

- Convert all fonts to paths/outlines.
- Fine serifs, small lettering, and thin line work should be restricted to one color and preferably not smaller than 7 point. The use of small letter (under 7 points) and fine serifs should be avoided.
- Do not use system fonts as they do not print.
- Avoid Multiple Master (MM) and True Type fonts.



ADVERTISING AGREEMENT:

YOUR NAME: _____ DATE: _____

COMPANY NAME: _____

COMPANY ADDRESS: _____

CITY: _____ PROVINCE: _____ POSTAL CODE: _____

TELEPHONE: () _____ FAX: () _____

EMAIL: _____

Advertising Distribution - Please indicate requirement below:

Black and White		1X		2X	TOTAL
Premium Back Cover (includes 4 colour process)	<input type="checkbox"/>	\$4,180	<input type="checkbox"/>	\$3,895	\$
Premium Inside Covers (includes 4 colour process)	<input type="checkbox"/>	\$3,895	<input type="checkbox"/>	\$3,650	\$
Double Page Spread (includes 4 colour process)	<input type="checkbox"/>	\$5,880	<input type="checkbox"/>	\$5,490	\$
1/2 Double Page Spread	<input type="checkbox"/>	\$4,095	<input type="checkbox"/>	\$3,895	\$
1/3 Double Page Spread	<input type="checkbox"/>	\$3,695	<input type="checkbox"/>	\$3,550	\$
Full Page	<input type="checkbox"/>	\$2,580	<input type="checkbox"/>	\$2,350	\$
1/2 Page	<input type="checkbox"/>	\$2,095	<input type="checkbox"/>	\$1,895	\$
1/3 Page	<input type="checkbox"/>	\$1,150	<input type="checkbox"/>	\$1,040	\$
1/4 Page	<input type="checkbox"/>	\$745	<input type="checkbox"/>	\$695	\$
1/8 Page	<input type="checkbox"/>	\$315	<input type="checkbox"/>	\$295	\$
<input type="checkbox"/> One additional process colour: \$150 <input type="checkbox"/> Two additional process colours: \$200 <input type="checkbox"/> Full colour process: \$300					\$
<div style="border: 1px solid #ccc; padding: 5px; background-color: #f0f0f0;"> ARTWORK: <input type="checkbox"/> Emailed to safeadvertising@protectchildren.ca <input type="checkbox"/> Please repeat previous ad on file </div>					SUBTOTAL \$
					GST 5% \$
					TOTAL \$

Payment Options:

METHOD OF PAYMENT: Cheque made payable to *The Canadian Centre for Child Protection* in Cdn. Funds
 VISA (Cnd Funds) MasterCard (Cdn. Funds)

CARD #: _____ EXPIRY DATE: _____

CARD HOLDER (please print): _____ SIGNATURE: _____