

RATE CARD • EFFECTIVE JUNE 2008

LIMITED SPACE AVAILABLE!

Bassman™ Magazine will maintain an advertising compliment of no more than 40% ratio to content. Reserve your space today! First come, first served.

ADVERTISING RATES PER ISSUE

FOUR COLOUR	1 ISSUE	2 ISSUES	3 ISSUES	4 ISSUES
DPS	\$1445	\$1395	\$1345	\$1295
FULL PAGE	\$945	\$875	\$850	\$825
2/3 PAGE	\$860	\$815	\$785	\$735
1/2 PAGE	\$525	\$485	\$460	\$425
1/3 PAGE	\$435	\$400	\$365	\$340
1/4 PAGE	\$350	\$310	\$285	\$260
1/6 PAGE	\$265	\$250	\$235	\$210
1/8 PAGE	\$215	\$200	\$185	\$175

COVERS	1 ISSUE	2 ISSUES	3 ISSUES	4 ISSUES
OBC (UV COATED)	\$1995	\$1755	\$1605	\$1450
IFC	\$1775	\$1625	\$1525	\$1375
IBC	\$1625	\$1495	\$1395	\$1325

Pre-Payment: Advertisements which are paid in full prior to publication are entitled to a 5% discount. Prices are subject to change. **Circulation:** A minimum of 10,000 copies will be printed and distributed to subscribers and retail stores.

ISSUE AND CLOSING DATES

ISSUE	AD CLOSING	MATERIAL DEADLINE	OFF PRESS DATE
SPRING	MAY 1 / 2008	MAY 16 / 2008	JUNE 16 / 2008
SUMMER	JULY 25 / 2008	JULY 31 / 2008	AUG 29 / 2008
FALL	OCT 1 / 2008	OCT 16 / 2008	NOV 16 / 2008
WINTER	JAN 1 / 2009	JAN 16 / 2009	FEB 16 / 2009

According to the Canada Income Tax Act, Canadian businesses filing a tax return in Canada may claim advertising costs as a business expense if the magazine in which they advertise is published and printed in Canada, and contains not less than 80% Canadian content (eg. content written by Canadian authors and journalists). *Bassman™ Magazine* is published and printed in Canada, contains more than 80% Canadian content, and therefore meets this criteria.

**For More Advertising Information contact Todd Daniluk • tdaniluk@bass-man.com
TEL: 1-877-966-CAST (2278) • 416-966-BASS (2277) • www.bass-man.com**

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TECHNICAL REQUIREMENTS

SOFTWARE

We will only accept high resolution, CMYK or grayscale, 300 dpi digital files created in the following programs:

- **PDF Files (PREFERRED FORMAT)** Saved high resolution for print or press, with fonts embedded and saved at 100% size with bleeds and crop marks.
- **Photoshop (CS2 or older)** Saved at 100% size, 300 dpi, flattened layers, fonts embedded and saved as tif, eps or jpg.
- **Illustrator (CS2 or older)** Saved as eps, with type converted to outlines, along with all imported images supplied at 300 dpi and at 100% size.
- **QuarkXPress (6.5 only)** Collected with all imported images supplied at 300 dpi and at 100% size. All fonts used must be included.

• **UNACCEPTABLE APPLICATIONS**

PowerPoint, Publisher, MS Word, InDesign

HOW TO SUBMIT ADS

1. **Email:** Ads sent as PDFs under 10M in size can be emailed to tdaniluk@bass-man.com
 2. **CD or DVD:** Send to: **Bassman Magazine
25 Pricefield Rd., Toronto, ON M4W 1Z8**
- Always include name and number for contact purposes.
 - **If a PDF cannot be supplied, a hard copy proof of your ad must be sent to the above address.**

MECHANICAL SPECIFICATIONS

Inside Front Cover Ad*	W 8" x H 10.75" (plus .25" bleed)	2/3 Page Ad	W 7" x H 6"
Inside Back Cover Ad*	W 8" x H 10.75" (plus .25" bleed)	1/2 Page Ad (Horizontal)	W 7" x H 4.75"
Back Cover Ad*	W 8" x H 10.75" (plus .25" bleed)	1/2 Page Ad (Vertical)	W 3.25" x H 9.5"
Full Page Ad*Back Cover Ad*	W 8" x H 10.75" (plus .25" bleed)	1/3 Page Ad	W 7" x H 3"
Double Page Spread Ad*	W 16" x H 10.75" (plus .25" bleed)	1/4 Page Ad	W 3.25" x H 4.75"
		1/6 Page Ad	W 3.25" x H 3"
		1/8 Page Ad	W 3.25" x H 2.25"

* **Bleeds:** For the Full Page Ad, Double Page Spread ad, Inside Front Cover Ad, Back Cover Ad and the Inside Back Cover Ad you will need to have a 1/2" bleed and a 1/2" type safety margin

Inserts: Insert information and rates available upon request.

Production Charges: Advertiser will be billed for all production charges incurred by publisher in converting nonconforming ad material (digital or mechanical) to prepress-ready.