

T H E C A N A D I A N SPORTSMAN

2008 CDN. RATE CARD

About Us

The Canadian Sportsman is known as "The Voice of Harness Racing in Canada". Established in 1870, it is one of Canada's oldest publications and its' scope on the harness racing industry is truly world-wide.

Published 17 times a year, **The Sportsman** features special Holiday (December), Stallion (February) and Yearling (August) editions. The Sportsman is a recognized industry leader and our attractive format combined with our audited paid circulation ensures that your advertising message is delivered effectively to your target audience.

The Sportsman is produced and printed by Sportswood Printing, a subsidiary of The Canadian Sportsman Ltd.

2008 Publications

January 17
February 7 – STALLION Issue
February 28
March 20
April 10
May 1
May 22
June 12
July 3
July 24
August 14 – YEARLING Issue
September 4
September 25
October 16
November 6
November 27 – HOLIDAY Issue
December 18

Advertising Rates & Specifications

Subscriptions

1 year, print or digital	\$45.00
2 years, print or digital	\$80.00
1 year, print and digital	\$76.50
Single Issue	\$3.00

Black & White Space Charges

Rates quoted in Canadian Funds
5% G.S.T. applicable G.S.T. #R121027155

Additional Colour Charges

\$260 - per additional standard colour
\$625 - four colour process

Position Charges *(on space only)*

Back cover - 20%
Inside covers - 15%
Centre spread - 20%

Agency Commission

Commissions are for space only.

Agency rates subject only when files for ads are received complete. If it is necessary to prepare layouts, make type changes or corrections, agency rates may still apply but production charges will be deducted from the agency fee. Should production charges exceed agency commission, agency will be billed the difference.

Please call for additional details.

Advertising Deadlines

Available upon request.

Electronic Files

- Electronic Files accepted.
High Res. PDF
(300 dpi/CMYK/fonts embedded)
- **FTP Site:**
Host: ftp.canadiansportsman.ca
User ID:
sportsmanclient@canadiansportsman.ca
Password: magazine
Place in IN BOX folder
Please email production the file name and issue date:
production@sportswood.on.ca

Ad Sizes/Prices

Mechanical requirements (inches)

SIZE	INCHES	RATES
FULL PAGE		\$715
Trim	9 1/2 x 13	
Bleed	1/8	
Critical Live Area	8 1/2 x 12	Image Area
Margin	1/2	All sides

HALF-PAGE \$475

2 col.	4 x 11.5
3 col.	6 x 7.5
4 col.	8 x 5.5

ONE-THIRD \$365

2 col.	4 x 7.5
3 col.	6 x 4.8
4 col.	8 x 3.9

ONE-QUARTER \$280

1 col.	2 x 11.5
2 col.	4 x 5.5
3 col.	6 x 3.6
4 col.	8 x 2.7

ONE-EIGHTH \$185

1 col.	2 x 5.5
2 col.	4 x 2.7
3 col.	6 x 1.5
4 col.	8 x 1.25

Rates effective: January 2, 2008

Source

A marketplace for goods and services in the harness racing industry, is a regular feature of The Canadian Sportsman. Rates are \$40.00 per column inch.

		\$40/col. inch
1 col.	2.6 x 1	\$40
2 col.	2.6 x 2	\$80
3 col.	2.6 x 3	\$120

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