

# THE CANADIAN SPORTSMAN

## 2008 U.S. 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 (U.S.), print or digital .....\$55  
 1 year, print and digital .....\$93 .50  
 Single Issue.....\$3

#### Black & White Space Charges

Rates quoted in U.S. Funds

#### 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
<b>FULL PAGE</b>		<b>\$650</b>
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 \$420

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

#### ONE-THIRD \$330

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

#### ONE-QUARTER \$255

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.

		<b>\$40/col. inch</b>
1 col.	2.6 x 1	\$35
2 col.	2.6 x 2	\$70
3 col.	2.6 x 3	\$105

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