

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

## 2010 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.

### 2010 Publications

|                             |
|-----------------------------|
| January 14                  |
| February 4 – STALLION Issue |
| February 25                 |
| March 18                    |
| April 8                     |
| April 29                    |
| May 20                      |
| June 10                     |
| July 1                      |
| July 22                     |
| August 12                   |
| September 2                 |
| September 22                |
| October 7                   |
| October 21                  |
| November 25 – HOLIDAY Issue |
| December 16                 |

### 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        |
|--------------------|------------|--------------|
| <b>FULL PAGE</b>   |            | <b>\$715</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 \$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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