Market Position
Marketing is a fully integrated media source for Canada's advertising, marketing, media and PR professionals. Its industry content serves as an essential resource for Canadian professionals who want to work smarter and more effectively. Offering authoritative insight and proven ideas through a distinctly Canadian perspective via events, online, mobile and print, Marketing connects the industry, helps solve problems and inspires and celebrates great work.

Cover Stories, Features and Special Reports
Marketing's readers are engaged in the marketing, agency, PR and media businesses, and they need valuable consumer insights every day. Marketing's team of award-winning journalists and experts help readers understand key consumer groups and provide strategic analysis of trends in areas like social media, digital and marketing, public relations, promotions, mobile, direct marketing and evolving traditional media.

Access an Influential Crowd
We reach the players who make the decisions—the ones with the authority to choose or recommend your products and services over your competition.

If our ability to engage your prospects with outstanding editorial coverage isn't enough to influence your media buy, consider this: We’re 100% paid. In other words, our subscribers actively choose—and find value in subscribing to—Marketing magazine. They understand the value of Canada’s leading marketing, advertising and media journal.

Total Readership
• Read by 149,035 industry professionals and top decision-makers including presidents and vice-presidents of advertising and marketing, brand managers, agency executives, media buyers and planners, and their suppliers
• Reader-per-copy rating of 16.6, the highest figure in the market

Circulation
Total 8,978 • 100% paid circulation • ABC audited

Who's subscribing?

Classification by business & industry

A Media 22.7
B Advertisers and marketers 21.3
C Advertising agencies 12.8
D Education, government 7.4
E Advertising services 3.8
F Others allied to the field 20.4
G Single-copy sales 6.4

Based on ABC June 2011 Publisher's Statement

Classification by geographic area

70.9% Ontario
8.1% Quebec
6.1% Alberta
4.0% British Columbia
3.8% Saskatchewan
1.9% Manitoba
0.8% New Brunswick
0.4% Nova Scotia
0.3% Newfoundland and Labrador
0.1% Prince Edward Island
0.1% Yukon
8.9% Northwest Territories
0% Nunavut
1.0% Newfoundland and Labrador
1.3% International

*2010 Readership Study conducted by Rogers Business and Professional Publishing Group
Special Reports

ALIGN YOUR CAMPAIGN WITH ONE OF MARKETING’S SPECIAL REPORTS
- Media Tree (November)
- Agency Tree (December)
- Digital Media Tree (September)
- Salary Survey (October)
- 30 Under 30 (September)
- The Cannes Report (August)
- SxSW Report (April)
- Digital Fast Facts

High-impact Special Treatments

- 1/2-page Vertical Split Cover (inside flap)
- Z-fold
- French Gatefold
- Inside Front Cover Gatefold
- Inside Back Cover Gatefold
- 8-page Double Gatefold
- Left-hand Gatefold
- Right-hand Gatefold
- Belly Band Horizontal Wrap
- Inside Tip On
- Bind-in Insert
- Trap Door
- Checkerboard
- Special Cover Treatments

French Gatefold

Trap Door

Belly Band Horizontal Wrap
Custom Publishing

MADE-TO-MEASURE MARKETING AND MORE
From managing concept development to final production and everything in between, our custom publishing division is your one-stop shop for custom solutions to your content needs.

Whether you have news to announce, knowledge to share, something special to celebrate or a conference show guide to produce, our creative team welcomes your ideas and looks forward to helping you transform them into a content channel that captures your unique marketing vision.

If you favour ready-to-wear over made-to-measure, consider the high-impact advertising and sponsorship opportunities that await you in one of our custom publications.

Custom Research

Competitive intelligence, strategic industry insight, benchmarking and trending

MARKETING HAS THE BRAND, EXPERIENCE, EXPERTISE AND THE REACH TO CONDUCT CUSTOM MARKETING RESEARCH FOR YOUR ORGANIZATION

Marketing magazine, in partnership with the Rogers Connect Market Research (RCMR) team, has the expertise and reach to conduct top-notch, actionable and custom research for your organization. Our research team can assist you in understanding your current and potential markets. We offer a complete turnkey research service along with best-in-class turnaround time to meet your needs... all exclusive, confidential and at a price you can afford.

In addition, through the Rogers Publishing database, RCMR has direct online access to Canadian decision-makers. Our practice of including and working with Rogers’ internal staff of industry experts—the editors of our publication—ensures that we are not like other external consultants just trying to blend in, but consultants with internal expert resources. Asking the right questions demonstrates to respondents that we understand their world and are giving them a voice in it.

BENEFITS OF SPONSORED RESEARCH

• Research allows you to gather optimal insight into what is needed by your customer base and how they can go about fulfilling those needs.
• Research improves your ability to position yourself as a thought leader in the marketplace and profile your intellectual capital.
• Research builds dialogue with your community and industry stakeholders.
• Research provides you with a better understanding of your competitive landscape and areas of opportunity.
• Research can provide a targeted and strategic marketing communications campaign.
• Research determines effectiveness of ad creative and marketing messaging.

CONTACT

LUCY COLLIN
Publisher
(416) 764-1582, lucy.collin@marketingmag.rogers.com

*Custom research sponsored by Globe and Mail
MARKETING Events

Marketing is committed to educating Canadian marketers and communications professionals on the issues that matter most.

The Marketing Events team, through their dynamic and extensive experience, provide the best event-planning practices to develop and deliver consistently high standards. Do you have something to say to influential decision-makers in Canada’s marketing industry? Marketing welcomes your ideas. If you believe our industry has a knowledge gap that needs filling, name it and let’s discuss partnering to create new and exciting custom events. Custom events can be negotiated on an exclusive basis or open to the broader marketplace for sponsorship.

EVENTS

YOUNG INFLUENCERS CONFERENCE
February 23, Toronto

DIGITAL LIVING ROOM CONFERENCE
March 7, Toronto

MULTICULTURAL MARKETING CONFERENCE
(March 21 – 23)
Toronto
Montreal & Calgary

SPORTS MARKETING CONFERENCE
May, Toronto

MARKETING AWARDS GALA
June, Toronto

MARKETING TO THE GAY MARKET CONFERENCE
June, Toronto

MOBILE MARKETING CONFERENCE
September, Toronto

EXPERIENTIAL MARKETING CONFERENCE
September, Toronto

MARKETING TO MEN CONFERENCE
October, Toronto

MARKETING DAYS THOUGHT LEADERSHIP CONFERENCE
October, Toronto

DIGITAL DAY CONFERENCE
November, Toronto

MEDIA INNOVATION AWARDS
November, Toronto

ATTEND. SPONSOR. IMPRESS. MAKE AN IMPACT

As a sponsor, you’ll have the opportunity to make an impact on the proud winners and nominees of our awards programs, as well as those who look to them for inspiration. Your participation as a Marketing events sponsor buys you more than brand recognition—it affords you the opportunity to meet your prospects in person, foster genuine relationships, sow seeds for the future, showcase your wares and stand out from the crowd.

FOR MORE ON EVENTS, CONTACT
KELLIE SMITH
GM, Marketing Conferences and Events
(416) 764-1390, kellie.smith@rci.rogers.com

Follow us on Twitter @marketing_event

SPONSOR ONE OR MORE OF THESE ESTEEMED EVENTS AND COME FACE-TO-FACE, BUSINESS-TO-BUSINESS WITH THE PEOPLE YOU WANT TO MEET.
Print Rate Card Frequency

Four Colour

<table>
<thead>
<tr>
<th>Size</th>
<th>1X</th>
<th>4X</th>
<th>7X</th>
<th>12X</th>
<th>15X</th>
<th>18X</th>
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<tr>
<td>DPS</td>
<td>$15,870</td>
<td>$14,900</td>
<td>$14,460</td>
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<td>$13,300</td>
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<td>Page</td>
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<td>5,800</td>
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<td>5,440</td>
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<td>1/2 Page</td>
<td>5,400</td>
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<td>4,960</td>
<td>4,780</td>
<td>4,700</td>
<td>4,630</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>4,500</td>
<td>4,270</td>
<td>4,150</td>
<td>4,000</td>
<td>3,950</td>
<td>3,850</td>
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<td>1/4 Page</td>
<td>3,700</td>
<td>3,525</td>
<td>3,440</td>
<td>3,355</td>
<td>3,320</td>
<td>3,275</td>
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</tbody>
</table>

Black & White: 30% Less

All rates are net

Ad Sizes*

<table>
<thead>
<tr>
<th>Size</th>
<th>Live (W x H)</th>
<th>Trim (W x H)</th>
<th>Bleed (W x H)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double Page Spread (DPS)</td>
<td>15.25” x 10.25”</td>
<td>15.75” x 10.75”</td>
<td>16” x 1”</td>
</tr>
<tr>
<td>Full Page</td>
<td>7.375” x 10.25”</td>
<td>7.875” x 10.75”</td>
<td>8.125” x 1”</td>
</tr>
<tr>
<td>2/3 Page DPS</td>
<td>9.5” x 10.25”</td>
<td>10” x 10.75”</td>
<td>10.25” x 1”</td>
</tr>
<tr>
<td>I/2 Page Horizontal DPS</td>
<td>15.25” x 4.75”</td>
<td>15.75” x 5.25”</td>
<td>18.25” x 5.875”</td>
</tr>
<tr>
<td>2/3 Page - Vertical</td>
<td>4.5” x 10.25”</td>
<td>5” x 10.75”</td>
<td>5.25” x 1”</td>
</tr>
<tr>
<td>I/2 Page - Horizontal</td>
<td>7.375” x 4.75”</td>
<td>7.875” x 5.25”</td>
<td>8.125” x 5.5”</td>
</tr>
<tr>
<td>I/2 Page - Vertical</td>
<td>3.5” x 10”</td>
<td>3.875” x 10.75”</td>
<td>4” x 1”</td>
</tr>
<tr>
<td>I/3 Page - Horizontal</td>
<td>7.375” x 3.125”</td>
<td>7.875” x 3.625”</td>
<td>8.125” x 3.875”</td>
</tr>
<tr>
<td>I/3 Page - Vertical</td>
<td>2.125” x 10.25”</td>
<td>2.625” x 10.75”</td>
<td>2.875” x 1”</td>
</tr>
<tr>
<td>I/4 Page - Horizontal</td>
<td>7.375” x 2.25”</td>
<td>7.875” x 2.75”</td>
<td>8.125” x 3”</td>
</tr>
<tr>
<td>I/4 Page - Square</td>
<td>3.375” x 4.75”</td>
<td>3.875” x 5.25”</td>
<td>4.125” x 5.5”</td>
</tr>
</tbody>
</table>

*All ad dimensions given width x depth. Please contact your Sales Manager for non-bleed specs.

Polybag*

<table>
<thead>
<tr>
<th>Size</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-4 Side(s)</td>
<td>4,000</td>
</tr>
<tr>
<td>5-8 Sides</td>
<td>4,500</td>
</tr>
<tr>
<td>9+ Sides</td>
<td>5,000</td>
</tr>
</tbody>
</table>

*Additional postage charges may apply, based on Canada Post rates.

Outsert/Insert Shipping

RBW Graphics
Transcontinental
Owen Sound Division
2049 20th St. E.
Owen Sound, ON N4K 5R2

ATTN: Gary Jenks
RE: Marketing Magazine, Issue Date and Advertiser Name.

Material Submission Options

PDF/X-1a:2001, or a generic PDF created to Rogers Publishing specifications, sent online using Magazines Canada AdDirect at addirect.sendmyad.com. Check rogersdigitalads.com, or contact Production Manager for details.

Rogers Publishing does not accept responsibility for material content, or colour trapping. Production charges apply for material not to spec or for alterations.

Contact

Ajay Masih
Production Manager
(416) 764-1573, ajay.masih@rci.rogers.com
Marketing Daily

DAILY E-NEWSLETTERS
(Delivered twice daily; AM and PM)

Marketing Daily is an e-newsletter that shapes the industry stories everyone will be talking about. Delivered to inboxes twice a day, the Daily offers an insightful review of the news, developments and trends shaping the fast-paced world of marketing, advertising and media.

8,700  Marketing Daily AM Edition Recipients
8,000  Marketing Daily PM Edition Recipients

Average Newsletter pass-along 7.3
Average Open Rate 95%

Advertising & Marketers 28%
Advertising Agencies 15%
Media 21%
Advertising Services 4%
Education & Government 6%
Others allied to the field 25%

WHICH INDUSTRY NEWSLETTER DO YOU READ?*
89%  Marketing Daily
35% Ad News
30% Media in Canada

*2010 Readership Study conducted by Rogers Business and Professional Publishing Group

Available Ad Units

<table>
<thead>
<tr>
<th>ONLINE REAL ESTATE</th>
<th>MARKETING AM OR PM</th>
<th>SPECIFICATIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>$3,000/wk</td>
<td>728 pixels x 90 pixels, maximum file size 40k, GIF or JPG only + click-through URL</td>
</tr>
<tr>
<td>Premium Half Box</td>
<td>2.200/wk</td>
<td>300 pixels x 125 pixels, maximum file size 40k+ click-through URL</td>
</tr>
<tr>
<td>Big Box – Position 1-2</td>
<td>2.800/wk</td>
<td>300 pixels x 250 pixels, maximum file size 40k, GIF or JPG only + click-through URL</td>
</tr>
<tr>
<td>Big Box – Position 3-5</td>
<td>2.600/wk</td>
<td>300 pixels x 250 pixels, maximum file size 40k, GIF or JPG only + click-through URL</td>
</tr>
<tr>
<td>Half Box – Position 1-5</td>
<td>1.800/wk</td>
<td>300 pixels x 125 pixels, maximum file size 40k+ click-through URL</td>
</tr>
<tr>
<td>Text-based Bulletin Ad</td>
<td>2.800/wk</td>
<td>50 - 75 words with logo + click-through URL</td>
</tr>
</tbody>
</table>

Notes:
*The above rates reflect insertion in either AM or PM newsletter
*5 business days duration per insertion

Mobile Web Sponsorship Opportunities

Exclusive sponsorship advertising opportunities for banner positioning on the Marketing mobile-enabled website (available via your smartphone).

• Average monthly impressions 30,000

Banner placement | $4,200 per month minimum

*Frequency discount available
**MarketingMag.ca** is the online meeting place for Canada’s most influential marketing, advertising and media professionals. As for what draws them here, the content goes way beyond that of its print counterpart. It’s a constantly evolving, real-time marketing community and it’s rich with news, resources, contacts and tools—professionals who need to handle their day-to-day business effectively and competitively.

**MarketingMag.ca**

**Average Monthly Activity**

<table>
<thead>
<tr>
<th>Page Views</th>
<th>Visits</th>
<th>Unique Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>320,000</td>
<td>160,000</td>
<td>77,000</td>
</tr>
</tbody>
</table>

*Averages based on last year.

**WHY DO YOU VISIT MARKETINGMAG.CA?**

- #1 News
- #2 Job Postings
- #3 Events
- #4 Search Tool

*2010 Readership Study

**ASK YOUR SALES MANAGER ABOUT CUSTOMIZED WEB PROGRAMS AND BRANDED CONTENT OPPORTUNITIES**

**All online material to be supplied to BPPG Creative:** bppgcreative@rci.rogers.com

**Late creative:** All material must be submitted with a minimum of 3 business days prior to campaign start date. Late material will result in missed campaign start date with full campaign being charged to advertiser.

**IMPORTANT NOTES:**

1. All display advertising units adhere to IAB Canada standard specifications. For additional information, please visit: www.iabcanada.com.
2. eNewsletters can only accommodate GIF or JPG ad units. Flash (SWF) files are not supported, must adhere to BPPG Flash instructions.
3. Animated GIF’s may only loop 3 times, ending on the last frame.
4. 3rd Party Ad Tags are accepted for ROS (run-of-site) only.
5. Clients must supply click-through URL separately—do not embed into SWF.
6. All SWF files must contain Universal clickTAG, for the latest code and instructions, please visit www.iabcanada.com
7. Website ads—only 1 click-through URL can be used per image file.
8. eNewsletter ads—only 1 click-through URL can be used per eNewsletter deployment.
9. eNewsletter ads—Animated GIF’s must include call to action and logo.

Please note that animated GIF’s are not fully supported by all e-mail clients. We recommend that the key message be placed into the first and last frame of animation.

Note: Ads should not click through to documents such as PDF’s, MS Word files or e-mail addresses.

**RICH MEDIA AND CUSTOM SPONSORSHIP OPPORTUNITIES**

- Site takeovers (Wallpaper plus Roadblocking)*
- Transitional Ads/Interstitial Ads
- Top Layer/Floating Ads (including expandable)
- Plus much more*

*Ask your Sales Manager about many more rich media opportunities and for complete details and specs.

**EMAIL OPPORTUNITIES**

Single sponsored emails sent to marketing professionals.

- Custom email message including: brand, product, educational, event.
- All content is sponsor-created and branded.
- List segmentation/geo-targeting available (25% premium charge applies).
- Email costs vary based on number of recipients. Maximum delivery 30,000 @ $9,000.

*National and segmented distribution available. Ask your Sales Manager about it for complete details and specs.

**Net Rates & Sizes**

<table>
<thead>
<tr>
<th>ONLINE REAL ESTATE</th>
<th>CPM/RATE</th>
<th>DIMENSIONS (W X H) PIXELS</th>
<th>FILE SIZE</th>
<th>FILE TYPES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top (Premium) Leaderboard only</td>
<td>$60</td>
<td>728 x 90</td>
<td>40kb max</td>
<td>GIF, JPG, SWF, 3rd Party ad tags</td>
</tr>
<tr>
<td>Top Leader Badge</td>
<td>$40</td>
<td>200 x 90</td>
<td>40kb max</td>
<td>GIF, JPG, SWF, 3rd Party ad tags</td>
</tr>
<tr>
<td>(Premium) Big Box #1</td>
<td>$55</td>
<td>300 x 250</td>
<td>40kb max</td>
<td>GIF, JPG, SWF, 3rd Party ad tags</td>
</tr>
<tr>
<td>Bottom Leaderboard</td>
<td>$30</td>
<td>728 x 90</td>
<td>40kb max</td>
<td>GIF, JPG, SWF, 3rd Party ad tags</td>
</tr>
<tr>
<td>Big Box #2</td>
<td>$45</td>
<td>300 x 250</td>
<td>40kb max</td>
<td>GIF, JPG, SWF, 3rd Party ad tags</td>
</tr>
<tr>
<td>Big Box #3</td>
<td>$40</td>
<td>300 x 250</td>
<td>40kb max</td>
<td>GIF, JPG, SWF, 3rd Party ad tags</td>
</tr>
</tbody>
</table>

**ALL RATES ARE NET**

**Rates are Cost Per Thousand Impression (CPM-based)**

15% premium charges apply for additional targeting 25% premium for special treatments (ie. expandable)
MARKETING QC, MARKETING QC DAILY BULLETIN

Reach the right audience with MarketingQC.ca and MarketingQC Daily Newsletter.

Marketing QC daily bulletin is a French language Advertising Professional industry e-newsletter catering to the Quebec marketplace providing up to date news. Distribution 16,000.

- Delivered twice weekly, each Daily story on average receives between 5,000-7,500 page views
- Site news page delivers 88,000 pageviews a month

MARKETINGQC.CA
- Average Site Pageviews – 149,500
- Over 2,500 mobile visits a month

Available Ad Units

<table>
<thead>
<tr>
<th>ONLINE REAL ESTATE</th>
<th>PLACEMENT</th>
<th>RATES DAILY</th>
<th>RATES WEEKLY</th>
<th>DIMENSIONS (W X H) PIXELS</th>
</tr>
</thead>
<tbody>
<tr>
<td>LEADERBOARD</td>
<td>Bulletin</td>
<td>$500</td>
<td>$2,500</td>
<td>728 x 90</td>
</tr>
<tr>
<td>Big Box</td>
<td>Website and bulletin</td>
<td>$400</td>
<td>$1,800</td>
<td>300 x 250</td>
</tr>
<tr>
<td>Half Box</td>
<td>Website and bulletin</td>
<td>$325</td>
<td>$1,500</td>
<td>300 x 125</td>
</tr>
<tr>
<td>Button</td>
<td>Bulletin</td>
<td>$125</td>
<td>$300</td>
<td>120 x 90</td>
</tr>
<tr>
<td>Text Box AD</td>
<td>Bulletin</td>
<td>$450</td>
<td>$2,000</td>
<td>300 x 100</td>
</tr>
<tr>
<td>E-DIRECT MAIL</td>
<td>Bulletin</td>
<td>$4,500</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* Allow five business days for posting
* GIF banners loop a maximum of 3 times and ends on last frame. Flash banners loop endlessly. Please adjust GIF accordingly.
NOTE: Animated GIFs are NOT universally accepted by all e-mail clients. It may not display all frames. Commonly, only the first or last frame is shown. Please adjust your material accordingly or submit a static GIF.

MARKETING QC DAILY CAREERS

MarketingQC Daily newsletter reaches over 500 Quebec advertising professionals daily

Not only will you reach those on the hunt for new employment, but you’ll also capture the wandering eyes of passive job seekers, as these posting receive approx 100 clickthroughs per listing.

MATERIAL
Text Microsoft Word
Logo JPG or GIF at 72dpi

RATES
Posting with Logo, Maximum 150 words, plus company logo linked to your site $130 per business day

ALSO AVAILABLE ARE APPOINTMENT NOTICES/RFP NOTICES
Posting with Logo, Maximum 150 words, plus company logo linked to your site $130 per business day

TO BOOK YOUR MARKETING QC CLASSIFIED LISTING PLEASE CONTACT
ALDO RUSSO
(416) 764-1597, aldo.russo@rci.rogers.com
Classifieds – Print

CAREERS

*Marketing* magazine’s Classifieds is the industry-specific career section, reaching qualified marketing, advertising and media professionals that you want to hire. Whether you’re filling an existing position or expanding your staff, *Marketing*’s Career Classified section offers you targeted exposure.

Confidential Reply Service

Purchase a confidential file number for $75 and all resumes will be redirected from classifieds@marketingmag.ca to your inbox without disclosing your company email address in your classified ad.

APPOINTMENT NOTICES

Once your company’s position has been filled, make the move from Classifieds to *Marketing* magazine’s display space. Show more than 75,000 marketing, advertising and media professionals that your business is better with your recent company appointment. Book your classifieds advertisement and appointment listing together and receive **15%** off the total cost.

RFP

**Issuing an invitation for suppliers?**

Use *Marketing* to promote and start the bidding process.

**Booking Deadline:** Please refer to editorial schedule  
**Material Deadline:** Please refer to editorial schedule  
**Material:** High-resolution PDF or Adobe Illustrator EPS  
**Requirements:** All images should be 300 dpi, all text in Illustrator EPS files converted to outlines  
**E-mail to:** aldo.russo@marketingmag.rogers.com  
**Cancellations:** Must be received Monday (material deadline date) by 12 noon in writing

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**Rates & Specifications**  
(Careers, Appointment Notices, RFP)

<table>
<thead>
<tr>
<th>SIZE</th>
<th>MEASUREMENT (W X H)</th>
<th>4C</th>
<th>BW</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>7.875” x 10.75”</td>
<td>$5,712</td>
<td>$4,723</td>
</tr>
<tr>
<td>1/2 page – horizontal</td>
<td>7.875” x 5.25”</td>
<td>3,323</td>
<td>2,825</td>
</tr>
<tr>
<td>1/2 page – vertical</td>
<td>3.5” x 10”</td>
<td>3,323</td>
<td>2,825</td>
</tr>
<tr>
<td>1/3 page – horizontal</td>
<td>7.875” x 3.625”</td>
<td>2,474</td>
<td>1,816</td>
</tr>
<tr>
<td>1/3 page – vertical</td>
<td>2.625” x 10.75”</td>
<td>2,474</td>
<td>1,816</td>
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<tr>
<td>1/4 page – horizontal</td>
<td>7.875” x 2.75”</td>
<td>2,142</td>
<td>1,566</td>
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<tr>
<td>1/4 page – square</td>
<td>3.875” x 5.25”</td>
<td>2,142</td>
<td>1,566</td>
</tr>
<tr>
<td>I unit</td>
<td>3.5” x 2.25”</td>
<td>1,070</td>
<td>785</td>
</tr>
</tbody>
</table>

**ALL RATES ARE NET**

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FOR MORE INFORMATION CONTACT  
ALDO RUSSO  
(416) 764-1597, aldo.russo@rci.rogers.com
Classifieds – Online

**MARKETING DAILY AM AND PM**
Post your career opportunities in an industry-specific daily e-newsletter? Not only will you reach those on the hunt for new employment, but you’ll also capture the wandering eyes of passive job seekers.

### Material Requirements
- **Text**: Microsoft Word
- **Logo**: JPG or GIF at 72 dpi

### Rates

<table>
<thead>
<tr>
<th>Type</th>
<th>Words</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic Posting*</td>
<td>Maximum 150 words</td>
<td>$550/wk</td>
</tr>
<tr>
<td>Posting with Logo*</td>
<td>Maximum 150 words, plus company logo linked to your site</td>
<td>$650/wk</td>
</tr>
</tbody>
</table>

*Rates are for single deployment. Includes listing on either the AM or PM Daily

**DOUBLE YOUR DOSAGE!** For an additional $100 your ad will appear in both *Marketing* Daily AM & PM

**PLUS,** add the web! For an additional $100: your ad will appear on JobZone on *MarketingMag.ca* (Basic Posting)

### HOW TO POST
Visit MarketingMag.ca/Jobzone to post your ad today. It’s easy!

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**Appointments Notices/RFP – *Marketing Daily***

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TO BOOK YOUR DAILY LISTING PLEASE CONTACT

**ALDO RUSSO**
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**Interested in reaching the Quebec marketplace?**
Posting start as low as $130/day.

Please contact Aldo Russo (416) 764-1597 or aldo.russo@rci.rogers.com for more details

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The best place for Canada’s Marketing, Advertising, Media, & PR industry to find talent!

**Post. Hire. Succeed**

**JOBZONE ON MARKETINGMAG.CA**

### Rates

<table>
<thead>
<tr>
<th>Type</th>
<th>Days</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single Basic Job Posting* (no logo)</td>
<td>7</td>
<td>$375 +HST</td>
</tr>
<tr>
<td>Single Basic Job Posting with Logo*</td>
<td>7</td>
<td>$425 +HST</td>
</tr>
<tr>
<td>Feature Listing + Logo – 7 Days</td>
<td></td>
<td>$550 +HST</td>
</tr>
</tbody>
</table>

*1000 word maximum

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**Products and Services**

**PRINT: TARGETED. EFFECTIVE. AFFORDABLE**

Found in every issue of *Marketing*, the Product and Services directory is designed for small to mid-sized advertisers looking to reach *Marketing*’s audience in a cost effective, high impact environment. This section is organized by category to make it easy for readers to source their supplier needs.

An ad in *Marketing*’s Products and Services directory includes the following, and is sold in three-month packages:

- Four issues
- Ad featured in *Marketing Daily* e-newsletter for one day
- One Unit Online Ad for each of the three months
- Link to the Products and Services Online Section in each *Marketing Daily* deployment

**CATEGORIES**

- Advertising
- Specialties
- Calendars
- Consulting
- Copywriting
- Creative Services
- Database
- Marketing Agencies
- Digital Photography
- Duplication
- Email Services
- Executive Recruitment
- Exhibits & Displays
- Fulfillment & Distribution
- Graphic Design
- Large Format Printing
- Meeting Facilities & Services
- Music & Sound
- Staffing Services
- Translation Services
- Visual Services

Don’t fit into one of these categories? **CREATE YOUR OWN!**

**Booking Deadline:**
Please refer to editorial schedule

**Material Deadline:**
Please refer to editorial schedule

**Material:**
High-resolution PDF or Adobe Illustrator EPS, new creative to be supplied every issue

**Requirements:**
All images should be 300 dpi, all text in Illustrator EPS files converted to outlines

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**Rates & Sizes**

<table>
<thead>
<tr>
<th></th>
<th>4x rate</th>
<th>8x rate</th>
<th>12x rate</th>
<th>16x rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 unit</td>
<td>$265/issue</td>
<td>$245/issue</td>
<td>$235/issue</td>
<td>$225/issue</td>
</tr>
<tr>
<td>2 units</td>
<td>$390/issue</td>
<td>$360/issue</td>
<td>$345/issue</td>
<td>$340/issue</td>
</tr>
<tr>
<td>3 units</td>
<td>$515/issue</td>
<td>$475/issue</td>
<td>$455/issue</td>
<td>$445/issue</td>
</tr>
</tbody>
</table>

**BOOK A PRODUCT AND SERVICES AD TODAY**

**CALL ALDO RUSSO**
(416) 764-1597 or aldo.russo@marketingmag.rogers.com

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**ONLINE ONLY RATES**

**Rates**

1 month commitment (4 weeks): Online Banner $350/per unit

**Online ad specs**

*Marketing* is keeping it simple in these busy times. We can take your print material as is, and upload it directly to our site hassle-free.
CIRCULATION INFORMATION
Audited by the Audit Bureau of Circulations (ABC).

For subscription and single-copy sales information, please call 416-764-1620

SUBSCRIBER CUSTOMER SERVICE
Tel: (416) 932-5071;
Toll Free: 1-866-236-0608
Fax: (416) 932-1620
marketingmagazine@cstonecanada.com

PRINT LIST RENTAL INQUIRIES PRINT
Cornerstone List Brokerage
Tel: (416) 932-9555
Fax: (416) 932-9566

COMMISSION AND CASH DISCOUNT
a) Agency Bookings: add 15% to net total on space, colour, bleed, position and charges for special insert stock.

b) Payment: accounts payable at office of publication in Canadian funds, or equivalent funds at the rate of exchange prevailing at time of payment.

CONTRACT AND COPY REGULATIONS
a) If first insertion does not run within 60 days of contract date, any revised rates published within same timeframe will apply. Rates based on total amount of space used within 12 months of date of first insertion.

b) All advertising copy subject to approval of publishers.

c) Advertiser and advertising agency assume liability for all content of advertisements (including text, representation and illustrations) and are solely responsible for any related claims against the publisher.

g) Publisher reserves the right to not publish an ad for any reason.

GENERAL
a) Publisher reserves the right to add the word(s) “advertisement” or “advertising supplement” to the top or bottom of advertisements, paid or sponsored content that could be confused with Marketing magazine’s editorial content.

b) Advertiser and advertising agency agree that Marketing magazine shall be under no liability in the event of failure to insert any advertisement, for any cause.

c) Any production items made for advertisers are charged separately.

d) Verbal agreements are not recognized by the company.

e) Rates subject to change without notice.

f) Publisher is not bound by any conditions, printed or otherwise, appearing on contracts or copy instructions, in the event of a conflict with policies covered by this rate card.

g) Publisher reserves the right to not publish an ad for any reason.