

MARKETING

ADVERTISING, MEDIA & PUBLIC RELATIONS *in CANADA since 1908*

2012

MARKETING

MEDIA KIT

Canadian advertising rates & data
CARDonline
www.cardonline.ca

MARKETINGQC
LA COMMUNICATION SOUS TOUTES SES FORMES

national
list of
advertisers
NLA

MONDAY REPORT ON
RETAILERS

 www.facebook.com/MarketingMagCanada  [@marketing_event](https://twitter.com/marketing_event)

MARKETING

ADVERTISING, MEDIA & PUBLIC RELATIONS in CANADA since 1908

MARKETING READERS SPEND AN AVERAGE OF 28 MINUTES* WITH EACH ISSUE AND PASS IT ON TO OTHERS!

OUR READERS TAKE ACTION!

83%

Discussed an article or called one to someone else's attention

66%

Clipped, copied or filed an article for future reference

61%

Visited the website of an advertiser or supplier mentioned in the publication

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

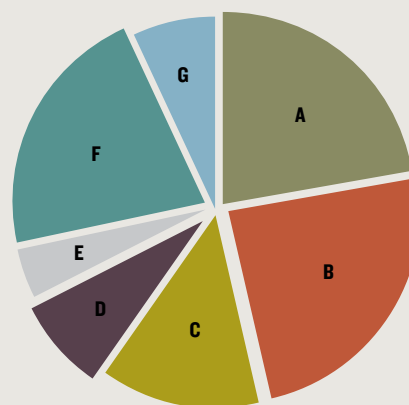
Total 8,978 • 100% paid circulation • ABC audited

Who's subscribing?

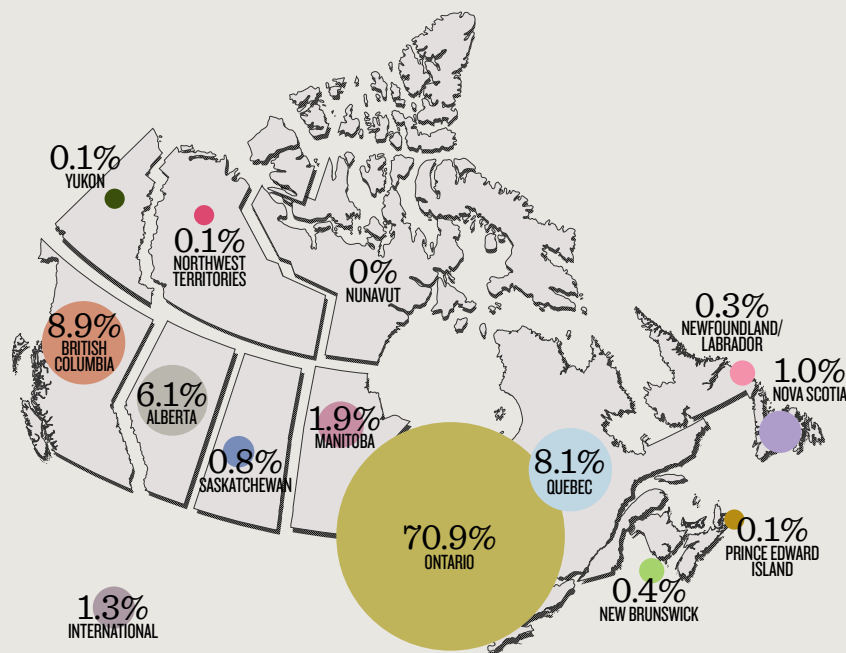
Classification by business & industry

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

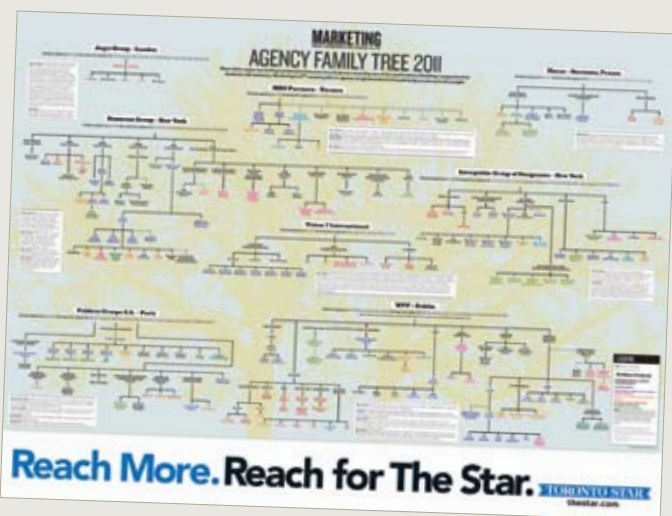


*2010 Readership Study conducted by Rogers Business and Professional Publishing Group

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
- Right-hand Gatefold
- Left-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.

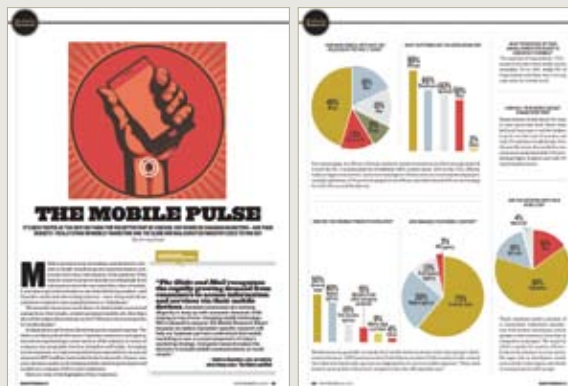
Whether you have news to announce, knowledge to share, something special to celebrate or a conference show guide to produce, our creative team welcomes your ideas and looks forward to helping you transform them into a content channel that captures your unique marketing vision.

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.

**Custom research sponsored by Globe and Mail*

CONTACT

LUCY COLLIN

Publisher

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



MARKETING Events

Marketing is proud to bring an outstanding number of industry professionals together with their peers, prospects and potential partners through a series of prestigious awards events, as well as an extensive list of educational conferences.

Our two awards shows honour and celebrate the best practices among advertising creative, interactive media, media planning and buying, and marketing and advertising organizations.

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

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

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.

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

Print Rate Card Frequency

Four Colour

SIZE	1X	4X	7X	12X	15X	18X
DPS	\$15,870	\$14,900	\$14,480	\$13,800	\$13,560	\$13,300
Page	7,900	7,500	7,250	6,900	6,800	6,650
Mini Page DPS	12,700	11,900	11,450	11,050	10,850	10,640
Mini Page	6,325	6,000	5,800	5,530	5,440	5,300
1/2 Page	5,400	5,200	4,960	4,780	4,700	4,630
1/3 Page	4,500	4,270	4,150	4,000	3,950	3,850
1/4 Page	3,700	3,525	3,440	3,355	3,320	3,275

Black & White: 30% Less

ALL RATES ARE NET

Ad Sizes*

SIZE	LIVE (W X H)	TRIM (W X H)	BLEED (W X H)
Double Page Spread (DPS)	15.25" x 10.25"	15.75" x 10.75"	16" x 11"
Full Page	7.375" x 10.25"	7.875" x 10.75"	8.125" x 11"
2/3 Page DPS	9.5" x 10.25"	10" x 10.75"	10.25" x 11"
1/2 Page Horizontal DPS	15.25" x 4.75"	15.75" x 5.25"	18.25" x 5.875"
2/3 Page - Vertical	4.5" x 10.25"	5" x 10.75"	5.25" x 11"
1/2 Page - Horizontal	7.375" x 4.75"	7.875" x 5.25"	8.125" x 5.5"
1/2 Page - Vertical	3.5" x 10"	3.875" x 10.75"	4" x 11"
1/3 Page - Horizontal	7.375" x 3.125"	7.875" x 3.625"	8.125" x 3.875"
1/3 Page - Vertical	2.125" x 10.25"	2.625" x 10.75"	2.875" x 11"
1/4 Page - Horizontal	7.375" x 2.25"	7.875" x 2.75"	8.125" x 3"
1/4 Page - Square	3.375" x 4.75"	3.875" x 5.25"	4.125" x 5.5"

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

Polybag*

1-4 Side(s)	4,000
5-8 Sides	4,500
9+ Sides	5,600

*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

ONLINE REAL ESTATE	MARKETING AM OR PM	SPECIFICATIONS
Leaderboard	\$3,000/wk	728 pixels x 90 pixels, maximum file size 40k, GIF or JPG only + click-through URL
Premium Half Box	2,200/wk	300 pixels x 125 pixels, maximum file size 40k+ click-through URL
Big Box – Position 1-2 Big Box – Position 3-5	2,800/wk 2,600/wk	300 pixels x 250 pixels, maximum file size 40k, GIF or JPG only + click-through URL
Half Box – Position 1-5	1,800/wk	300 pixels x 125 pixels, maximum file size 40k+ click-through URL
Text-based Bulletin Ad	2,800/wk	50 - 75 words with logo + click-through URL

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



Text-based Bulletin Ad

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

85% OF MARKETING READERS ALSO USE... MARKETINGMAG.CA

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*

320,000 PAGE VIEWS
160,000 VISITS
77,000 UNIQUE VISITORS

*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

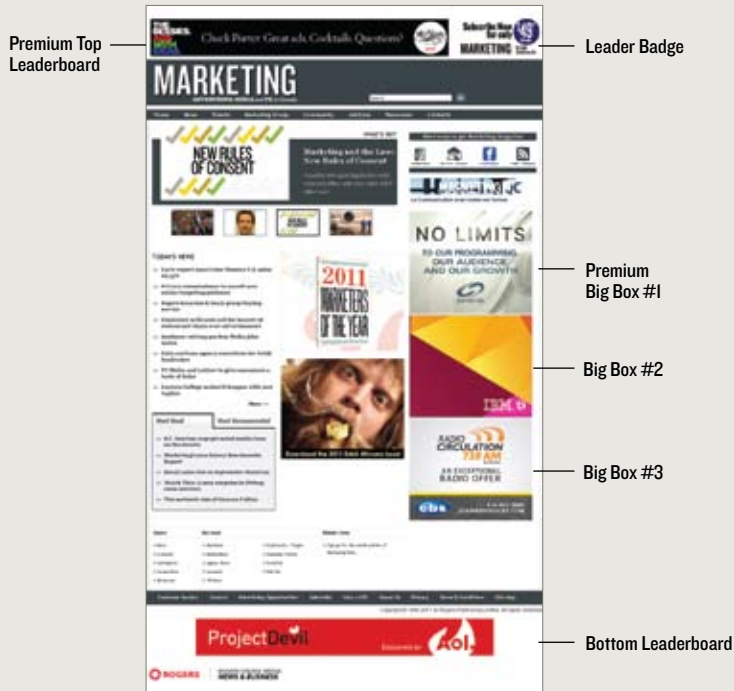
**All online material to be supplied to BPPG Creative: bppgcreative@rci.rogers.com

Late creative: All material must be submitted with a minimum of 5 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 to e-mail addresses.



Net Rates & Sizes

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

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)

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.

MARKETINGQC.CA, MARKETINGQC 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

18,900
UNIQUE VISITORS MONTHLY

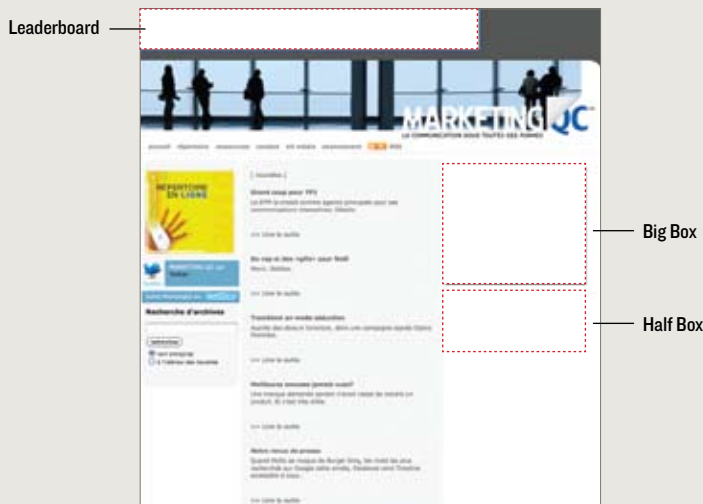
Available Ad Units

ONLINE REAL ESTATE	PLACEMENT	RATES DAILY	RATES WEEKLY	DIMENSIONS (W X H) PIXELS
LEADERBOARD Maximun file size 40K	Bulletin	\$500	\$2,500	728 x 90
BIG BOX Maximun file size 40K	Website and bulletin	\$400	\$1,800	300 x 250
HALF BOX Maximun file size 40K	Website and bulletin	\$325	\$1,500	300 x 125
BUTTON Maximun file size 40K	Bulletin	\$125	\$300	120 x 90
TEXT BOX AD Plain text, maximum 150 words and logo in EPS or high quality JPG	Bulletin	\$450	\$2,000	300 x 100
E-DIRECT MAIL Exclusive text message with html links Limited availability – Reach 16,000		\$4,500		

* 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



MARKETINGQC 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 MARKETINGQC 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

CLASSIFIEDS
CONTACT: ALDO RUSSO | E-MAIL: ALDO.RUSSO@MARKETINGMAG.ROGERS.COM | TEL: 416.764.1597 | FAX: 416.764.1722

WagJag.com
Are you the **REAL DEAL?**

NOW HIRING

- WagJagger (Inside Sales Rep)
- ProductJagger
- DevelopJagger
- Member Experience Guru
- Deal Guru
- Product Merchandiser
- Online Editor
- Media Buyer/Trafficker

Analytical Guru
Social Media Manager
Campaign Analytics Guru
Creative Guru
SEO/SEM Guru
Email Marketing Coordinator
Acquisitions Manager
Marketing Coordinator
 Get more info at WagJag.com

This is an excellent opportunity to join **WagJag.com**, Canada's fastest growing daily deal website

WHAT'S IN IT FOR YOU?

- The opportunity to be part of a company at the cutting edge of the digital media industry
- An innovative and forward thinking culture focused on learning and development
- Real-time recognition for your achievements
- Work-life balance: flexible business hours including closing early on the Friday before a long weekend
- Life style, open (casual) work environment...not to mention our uber-casual dress code
- A comprehensive benefits package including a minimum of 3 weeks vacation and a group t-shirt
- And let's not forget the awesome pay!

INTERESTED?
go to www.WagJag.com
for more details and full job specs

MARKETING NOVEMBER 2012 35

CLASSIFIED

Director, Media Relations
Office of the President, Thunder Bay Campus

Lakehead University is seeking a Director of Media Relations to lead the university's media relations efforts. The successful candidate will be responsible for developing and implementing a comprehensive media relations strategy, managing the university's public image, and coordinating all media-related activities. The position requires a minimum of 5 years of experience in a similar role and a Bachelor's degree in a related field.

Lakehead
UNIVERSITY

NEXT ISSUE: **October 24**
 Booking: **September 27**
 CONTACT: ALDO RUSSO
 416-764-1597 | 416-764-1722

Broken, past, here and be here.
MARKETING
JOBZONE
 The best place to find marketing, advertising and media professionals is in the Marketing Jobzone.

Rates & Specifications

(Careers, Appointment Notices, RFP)

SIZE	MEASUREMENT (W X H)	4C	BW
Full page	7.875" x 10.75"	\$5,712	\$4,723
1/2 page – horizontal	7.875" x 5.25"	3,323	2,825
1/2 page – vertical	3.5" x 10"	3,323	2,825
1/3 page – horizontal	7.875" x 3.625"	2,474	1,816
1/3 page – vertical	2.625" x 10.75"	2,474	1,816
1/4 page – horizontal	7.875" x 2.75"	2,142	1,566
1/4 page – square	3.875" x 5.25"	2,142	1,566
1 unit	3.5" x 2.25"	1,070	785

ALL RATES ARE NET

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 a 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

Basic Posting*	Maximum 150 words	\$550/wk
Posting with Logo*	Maximum 150 words, plus company logo linked to your site	650/wk

*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)

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

Post. Hire. Succeed

JOBZONE ON MARKETINGMAG.CA

Rates

Single Basic Job Posting* (no logo) – 7 Days	\$375 +HST
Single Basic Job Posting with Logo* – 7 Days	\$425 +HST
Feature Listing + Logo – 7 Days	\$550 +HST

*1000 word maximum



HOW TO POST

Visit MarketingMag.ca/Jobzone to post your ad today. It's easy!

MARKETINGQCC

LA COMMUNICATION SOUS TOUTES SES FORMES

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

Appointment Notices/RFP – Marketing Daily

Rates

Posting with Logo	Maximum 150 words, plus company logo linked to your site	\$650/wk
-------------------	--	----------

*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*

Material Requirements

Text	Microsoft Word
Logo	JPG or GIF at 72 dpi

TO BOOK YOUR DAILY LISTING PLEASE CONTACT
ALDO RUSSO
(416) 764-1597, aldo.russo@rci.rogers.com



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

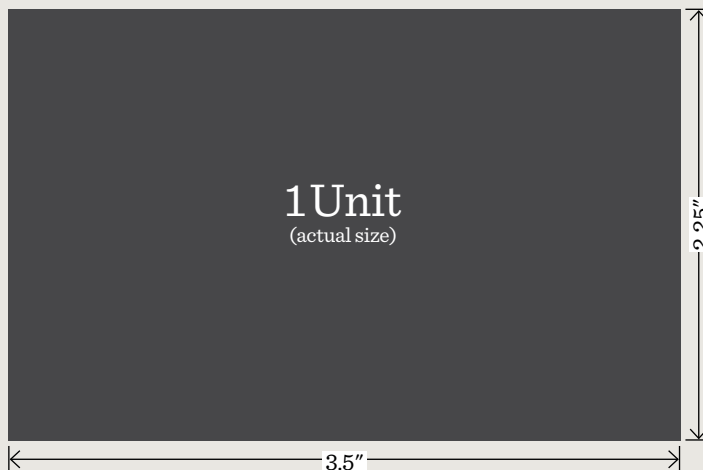
Don't fit into one of these categories?
CREATE YOUR OWN!

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



Rates & Sizes

FOUR COLOUR		3-MONTH PKG.	6-MONTH PKG.	9-MONTH PKG.	12-MONTH PKG.
Size	Specifications	4x rate	8x rate	12x rate	16x rate
1 unit	3.5" x 2.25"	\$265/issue	\$245/issue	\$235/issue	\$225/issue
2 units	3.5" x 4.625"	390/issue	360/issue	345/issue	340/issue
3 units	3.5" x 7"	515/issue	475/issue	455/issue	445/issue

BLACK & WHITE		3-MONTH PKG.	6-MONTH PKG.	9-MONTH PKG.	12-MONTH PKG.
Size	Specifications	4x rate	8x rate	12x rate	16x rate
1 unit	3.5" x 2.25"	\$175/issue	\$155/issue	\$145/issue	\$135/issue
2 units	3.5" x 4.625"	300/issue	270/issue	260/issue	250/issue
3 units	3.5" x 7"	425/issue	385/issue	375/issue	365/issue

ALL RATES ARE NET

BOOK A PRODUCT AND SERVICES AD TODAY
CALL ALDO RUSSO
(416) 764-1597 or
aldo.russo@marketingmag.rogers.com

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.



Contact Us

MARKETING

One Mount Pleasant Road, 7th Floor
Toronto, ON M4Y 2Y5, Canada
Tel: (416) 764-1582
Fax: (416) 764-1722
www.marketingmag.ca

A division of  ROGERS

SALES AND EVENTS

PUBLISHER
Lucy Collin (416) 764-1582
lucy.collin@marketingmag.rogers.com

SALES MANAGER:
ONTARIO, QUEBEC & EASTERN CANADA
Carol Leighton (416) 764-1544
1-800-720-8916
carol.leighton@marketingmag.rogers.com

SALES MANAGER
David McGee (416) 764-1566
davidm.mcgee@marketingmag.rogers.com

SALES MANAGER
Jane Buckland (416) 764-1575
jane.buckland@marketingmag.rogers.com

**NATIONAL ACCOUNT MANAGER,
CLASSIFIEDS, TICKET SALES**
Aldo Russo (416) 764-1597
aldo.russo@marketingmag.rogers.com

SALES & MARKETING COORDINATOR
Robyn Glassier (416) 764-1625
robyn.glassier@rci.rogers.com

SALES DIRECTOR: WESTERN CANADA
Karen Marshall (604) 696-9975 ext. 323
Fax (604) 696-9975
karen@rogerswest.com

SALES MANAGER: WESTERN CANADA
Caitlin Rushton (604) 696-9975 ext. 236
Fax (604) 696-9975
caitlin@rogerswest.com

**GENERAL MANAGER,
CONFERENCES & EVENTS**
Kellie Smith (416) 764-1390
kellie.smith@rci.rogers.com

GENERAL MANAGER ONLINE BRAND STRATEGY
Pamela Kirk (416) 764-1573
pamela.kirk@rci.rogers.com

PRODUCTION MANAGER
Ajay Masih (416) 764-3914
ajay.masih@rci.rogers.com

CIRCULATION MANAGER
Duncan Palmer (416) 764-3860
duncan.palmer@rci.rogers.com

EDITORIAL

EDITOR-IN-CHIEF
Tom Gierasimczuk (416) 764-1603
tom.gierasimczuk@marketingmag.rogers.com

MANAGING EDITORS
David Brown (416) 764-1595
davidj.brown@marketingmag.rogers.com

Rebecca Harris (416) 764-1485
rebecca.harris@marketingmag.rogers.com

ONLINE EDITOR
Jeromy Lloyd (416) 764-1567
jeromy.lloyd@marketingmag.rogers.com

SPECIAL PROJECTS EDITOR
Doug Picklyk (416) 764-1530
doug.picklyk@rci.rogers.com

STAFF WRITERS
Alicia Androich (416) 764-1640
alicia.androich@marketingmag.rogers.com

Kristin Laird (416) 764-1588
kristin.laird@marketingmag.rogers.com

ART DIRECTOR
Peter Zaver (416) 764-1563
peter.zaver@marketingmag.rogers.com

ASSOCIATE ART DIRECTOR
Ally Tripkovic (416) 764-1583
ally.tripkovic@marketingmag.rogers.com

CORRESPONDENTS
VANCOUVER
Eve Lazarus (604) 990-9397
eve_lazarus@shaw.ca

CALGARY
Norma Ramage (403) 938-0215
nramage@platinum.ca

HALIFAX
Matt Semansky (902) 404-0637
semanskywrites@gmail.com

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) 932-1602
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.

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.