

AGGREGATES & ROADBUILDING

Rate Card No. 21

General Advertising Rates - Quoted in Canadian dollars

(Effective January 1, 2008)

	1x	3x	6x	12x	18x	24x
Full page	\$4325	\$4165	\$4035	\$3915	\$3795	\$3685
2/3 page	\$3665	\$3525	\$3420	\$3315	\$3215	\$3120
1/2 page isl	\$3320	\$3260	\$3075	\$2980	\$2890	\$2805
1/2 page	\$2790	\$2675	\$2595	\$2515	\$2440	\$2365
1/3 page	\$2020	\$1935	\$1880	\$1825	\$1770	\$1715
1/4 page	\$1545	\$1500	\$1455	\$1410	\$1370	\$1330
1/6 page	\$1035	\$ 975	\$940	\$910	\$885	\$855
1/8 page	\$ 665	\$ 620	\$590	\$570	\$550	\$535

Advertisers running space in Aggregates & Roadbuilding and any of Canadian Forest Industries, Operations Forestieres et de Scierie, or Canadian Wood Products qualify for combined frequency discounts. Please consult Publisher.

Cover Rates

(Full colour, non-cancellable)

	not for sale		
	1x	3x	6x
Front cover			
Inside front cover	\$7430	\$7225	\$7065
Inside back cover	\$7430	\$7225	\$7065
Outside back cover	\$7645	\$7435	\$7265

Colour Rates

Standard colour extra per page, each	\$ 540
Pantone or matched colour per page, each	\$ 832
Four colour process per page	\$1960
Metallic inks: rates on request	

SPECIAL POSITIONS:

25% added to space and colour charge

Material required: Digital files (Macintosh format) along with high-quality colour proofs. Digital files should be final, ready for printing.

Inserts

Maximum weight of stock, 80 lb (25 x 38 - 160 M). Size of supplied inserts, trimmed to 8 1/4 in. x 11 1/4 in. PLUS 2 in. lip. TIPPING-IN CHARGE OF \$185 PER M WHEN NECESSARY. Standard supplied inserts - each page used by advertiser supplying insert is charged at earned black and white rate for one page. Overleaf available to the publisher with a 'back up' charge of \$450. Overleaf not available to publisher, 50% extra. Stock shall be coated and suitable for printing 120 screen halftones (offset). Inserts printed by us, rates on request.

Classified

(payable in advance) Appointment notices \$150 per column inch, minimum 2 inches.

G.S.T. Notice for Canadian Advertisers Only

Published rates do NOT include the G.S.T. The 6% tax will be added to invoices and clearly identified. Advertisers may reclaim the amount paid as an input tax credit and quoting their G.S.T. registration number.

TERMS NET 30 DAYS. 2% interest per month will be charged on all overdue accounts.

Issued October 1, 2007
Effective January 1, 2008 through to
December 31, 2008

Published by
Annex Publishing & Printing Inc.

Readership

Aggregates & Roadbuilding Magazine serves those involved in the management, supervision, production and supply of quarried rock, crushed stone, sand & gravel, cement, lime, gypsum, slag and other aggregate products, ready-mix concrete and hot mix asphalt. Our readers also include management and supervisory personnel who are involved with building, maintaining and rehabilitating Canada's surface infrastructure system. Aggregates & Roadbuilding Magazine is edited to supply concise, accurate and informative industry news and events and provides extensive on-site coverage of the latest equipment and methods being used by aggregate producers and roadbuilding contractors to increase productivity and lower operating costs.

Circulation

Aggregates & Roadbuilding Magazine's 12 000+ recipients are owners, officers, administrative executives, project managers, production managers, quarry managers, asphalt plant managers, paving/grading superintendents and other senior field and maintenance personnel in Canada's aggregate and roadbuilding industries.

Subscription Rates

Single copy \$10, yearly subscription \$35 (plus G.S.T.). U.S. & foreign subscriptions US\$60. Subscription rate includes Annual Buyers' Guide. Single issue price for Buyers' Guide \$30.

Format

Standard magazine format.

Frequency, Issuance

Aggregates & Roadbuilding Magazine - Issued 6 times a year - January/February, March/April, May/June, July/August, Buyers' Guide 2008, November/December.

Cancellations not accepted after closing date for reservations.

Copy & Contract Regulations

(a) Advertiser and advertising agency assume all liability for all content (including text, representation and illustrations) of advertisements printed. They will also assume responsibility for any claims arising therefrom made against the publisher. The publisher reserves the right to reject any advertising which he feels is not in keeping with the publication's standards.

(b) Advertising contracts will be honoured for twelve months from the date of first insertion, at the rate prevailing at the date of the contract - provided the first insertion is used within two months. If the first insertion is not used within two months from the date of the contract, and new rates are issued, then the new rates apply. Advertisers will be short-rated if, within a 12-month period from the date of the first insertion, they do not use the amount of space upon which their billings have been based. Advertisers will be rebated if, within a 12-month period from the date of the first insertion, they have used sufficient additional space to warrant a lower rate. "Rateholders" are not recognized. Earned rates are based on total space used in a 12-month period from the date of first insertion, not on frequency alone.

(c) The publisher is not bound by any conditions, printed or otherwise, appearing on contracts or copy instructions, when such conflict with policies covered by this rate card. The publisher does not recognize verbal agreements.

(d) The publisher shall be entitled to payment as described in this rate card, having completed the printing of the advertisement and having taken reasonable steps to ensure that the publication will be distributed.

(e) The publisher will not be responsible for reproduction of colour advertisements unless progressive proofs are supplied. Production costs for photographs, art work, film, plates, etc. will be charged to the advertiser. Customs Duties and sales tax on imported inserts, if applicable, are chargeable to the advertiser.

(f) Advertiser and agency agree that the publication shall be under no liability for its failure for any cause to insert any advertisement.

(g) The publisher reserves the right to hold any advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publication.

Commission and Cash Discounts

Rates based on total amount of space used within the yearly publishing schedule from date of 1st insertion. Net 30 days from date of invoice. A commission and cash discount applies as follows: 15% to recognized agencies only. 2% discount on net for cash received with insertion order.

NOTE: PHOTOGRAPHS, ARTWORK, FILM AND ADDITIONAL PRODUCTION ITEMS MADE FOR ADVERTISERS ARE CHARGED SEPARATELY, IN ADDITION TO SPACE CHARGES. ALL FILM, ARTWORK, ETC. WILL BE DESTROYED BY THE PUBLISHER IF NOT DEMANDED WITHIN ONE YEAR AFTER LAST USED.

Mechanical Requirements & Specifications

Type Page: 7 1/8 x 10 in.
Trim size: 8 1/8 x 10 7/8 in.
Bleed Page: 8 3/8 x 11 1/8 in.
D.P.S. Type: 15 1/4 x 10 in.
D.P.S. Trim size: 16 1/4 x 10 7/8 in.
D.P.S. Bleed: 16 3/4 x 11 1/8 in.

Unit	Wide	Deep
2/3 p. V.	4 5/8	10
2/3 p. H.	7 1/8	6 1/2
1/2 p. V.	3 3/8	10
1/2 p. H.	7 1/8	4 7/8
1/2 p. Isl.	4 5/8	7 1/2
1/3 p. V.	2 1/4	10
1/3 p. Sq.	4 5/8	4 7/8
1/3 p. H.	7 1/8	3 1/4
1/4 p. V.	3 3/8	4 7/8
1/4 p. H.	7 1/8	2 3/8
1/6 p. V.	2 1/4	4 7/8
1/6 p. H.	4 5/8	2 3/8
1/8 p. V.	2 1/4	3 3/8
1/8 p. H.	3 3/8	2 1/4

Printing Process: sheetfed offset

Binding Method: saddle-stitched

Halftone Screen: 133-150

Printing Specifications:

See exclusions from MAC Standards, inside back cover of CARD.

Material required: Digital files (Macintosh format) along with high-quality colour proofs. Digital files should be final, ready for printing. Advertiser will be charged for converting film to digital files and/or any other modifications that are necessary to prepare the digital files for print production.

Published by

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