

# Rate Card and Schedule 2010

## Taking your business to the next level

The magazine that keeps step with the trends is *Nova Scotia: Open to the World*. Four times a year, it presents a snap-shot on the new economy.

### ADVERTISING RATES, OPEN TO THE WORLD

4 Colour Process	1X	4X
Full Page	3472	2606
2/3 vert.	2673	2005
1/2 horiz./vert.	2504	1875
1/3 sq./vert.	1458	1094
1/6 vert.	1044	782
DPS	6598	4949
JR DPS	4167	3125

### COVERS

IFC	3992	2994
IBC	3992	2994
OBC	4166	3125

15% surcharge for preferred positions

Black only rates on request.

### SPECIFICATIONS

133 line screen, saddle stitched, MAC-AAAA specs for ad materials. CMYK process printed Web Offset. Magazines are printed SWOP #3/#5 coated; 300% max. total ink coverage; total dot gain %-23C 23M 21Y 27K; 3% min. printable dot, 94% max. printable dot. Computer-to-plate.

We work in Macintosh OSX with InDesign; QuarkXPress 7.3; Photoshop CS4. We can accept Illustrator files supplied as eps. InDesign or QuarkXPress native files may be acceptable with fonts and images supplied. We prefer eps files with fonts converted to paths or outlines. Images must be 300 dpi. Pantone colours must be converted to CMYK.

Only PDF-X1-A certified files will be accepted for output. We cannot place standard or low resolution pdf's.

Files may be shipped on CD to the address below or electronically via email (less than 5 MB) or uploaded to our ftp site. Files must be stuffed or zipped before sending. Email files to production@progressmedia.ca. If sending via ftp, please advise via email file name, client and issue to above address.

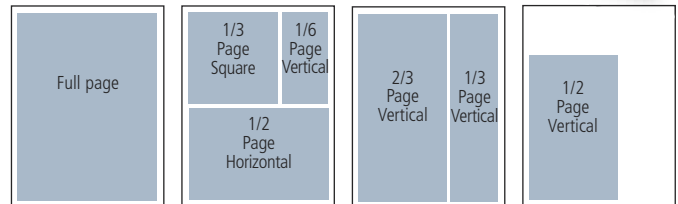
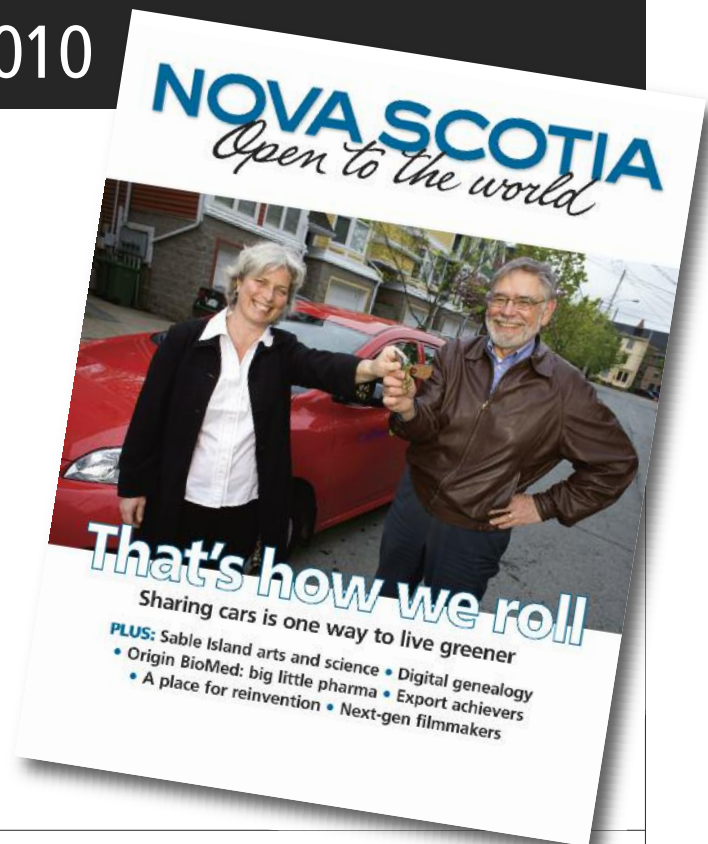
#### Our ftp via browser is:

ftp://142.176.146.74

**Via ftp client:** 142.176.146.74

**User id:** apftp **Password:** \$ap#ftp

Professional CMYK colour proofs MUST be supplied with electronic files or with files on CD to ensure colour accuracy. Progress Corp. cannot accept liability for inaccuracies if RGB colour proofs or pdf proofs are all that are supplied.



### MECHANICAL REQUIREMENTS

DPS (image area)	15" wide x 10" deep (no bleeds)
DPS (trimmed*)	16 3/8" wide x 10 3/4" deep
Full Page (image area)	7" wide x 10" deep (no bleeds)
Full Page (trimmed*)	8 3/16" wide x 10 3/4" deep
Jr DPS (image area)	15" wide x 4 7/8" deep (no bleeds)
Jr DPS (trimmed*)	16 3/8" wide x 5 1/4" deep
2/3 Page (vert.)	4 5/8" wide x 10" deep
1/2 Page (vert.)	4 5/8" wide x 7 1/2" deep
1/2 Page (horiz.)	7" wide x 4 7/8" deep
1/3 Page (vert.)	2 1/4" wide x 10" deep
1/3 Page (square)	4 5/8" wide x 4 7/8" deep
1/6 Page (vert.)	2 1/4" wide x 4 7/8" deep

\*Please add 1/8" on all four sides above the trimmed size for bleed.

Issue No.	Issue	Ad Close	Mat.Due	Issue Date
1601	Spring	26-Feb	5-Mar	9-Apr
1602	Summer	28-May	4-Jun	9-Jul
1603	Fall	27-Aug	3-Sep	8-Oct
1604	Winter	26-Nov	3-Dec	14-Jan



**Progress**  
Our audience means business

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