















All of the rates listed below are - PER ISSUE

DISPLAY ADVERTISING RATES	1 issue rate	2 issue rate	4 issue rate	6 issue rate	8 issue rate	10 issue rate
OUTSIDE BACK COVER - 4 Colour	1795	1740	1685	1630	1575	1520
INSIDE FRONT/BACK COVER ^{4 Colour Only}	1655	1595	1535	1475	1415	1395
FULL PAGE AD - 4 Colour	1495	1455	1415	1375	1335	1295
FULL PAGE AD - Black & White	895	855	815	775	735	695
3/4 PAGE AD - 4 Colour	1225	1185	1145	1105	1065	1025
3/4 PAGE AD - Black & White	725	685	645	605	565	525
1/2 PAGE AD - 4 Colour	895	865	835	805	775	745
1/2 PAGE AD - Black & White	570	540	510	480	450	420
1/4 PAGE AD - 4 Colour	475	455	435	420	410	400
1/4 PAGE AD - Black & White	300	280	260	245	235	225
SUPER BUSINESS CARD - 4 Colour	271	263	255	247	239	231
SUPER BUSINESS CARD - B & W	176	168	160	152	144	136
1/8 PAGE - 4 Colour	225	215	205	195	189	180
1/8 PAGE - Black and White	150	140	130	120	114	105
1/16 MINI	75	70	65	60	57	52

All prices above are for finished digital black & white and colour ads. Please add 5% GST to all rates.
Prices do not include typesetting or design charges. Guaranteed Minimum Circulation 52,000 copies per issue.

DISPLAY AD SIZING

 OUTSIDE BACK COVER 8.25" wide x 10.75" high (with bleed .125) 7.25" wide x 9.75" high (without bleed)	 1/2 PAGE AD VERTICAL 3.5" wide x 9.75" high	 SUPER BUSINESS CARD 5.25" wide x 2.25" high
 INSIDE FRONT/BACK COVER 8.25" wide x 10.75" high (with bleed .125) 7.25" wide x 9.75" high (without bleed)	 1/2 PAGE AD HORIZONTAL 7.25" wide x 4.75" high	 1/8 PAGE HORIZONTAL 3.5" wide x 2.25" high
 FULL PAGE AD 8.25" wide x 10.75" high (with bleed .125) 7.25" wide x 9.75" high (without bleed)	 1/4 PAGE AD VERTICAL 1.63" wide x 9.75" high	 1/8 PAGE VERTICAL 1.63" wide x 4.75" high
 3/4 PAGE AD VERTICAL 5.25" wide x 9.75" high	 1/4 PAGE AD STANDARD 3.5" wide x 4.75" high	 1/16 MINI 1.63" wide x 2.25" high
 3/4 PAGE AD HORIZONTAL 7.25" wide x 7.25" high	 1/4 PAGE AD HORIZONTAL 7.25" wide x 2.25" high	

For information on how to place your ad, deadline dates, terms and policies, please see next page.

Placing your ad (Deadline Dates, Terms & Policies)

Vitality Magazine is published 10 times per year, and is distributed in the first week of each month it is published.

Ad Reservation Deadline Dates	Publication Date
(Cheque Dates)	(Released in first week)
January 7	FEBRUARY Issue
February 7	MARCH Issue
March 7	APRIL Issue
April 7	MAY Issue
May 7	JUNE Issue
June 7	JULY/AUGUST (1 Issue)
August 7	SEPTEMBER Issue
September 7	OCTOBER Issue
October 7	NOVEMBER Issue
November 7	DEC/JANUARY (1 Issue)

NOTE: There are no July or December payments.

TERMS OF PAYMENT:

1. Ad payment must be received by the deadline date. See schedule above.
2. Cheque, cash, VISA or Mastercard are acceptable methods of payment. If you book a multi-issue contract, postdated cheques are required. VISA/Mastercard payment is accepted for one issue, or as payment for full contract amount. Postdated VISA/Mastercard payments not accepted.
3. Frequency Discounts: **2X, 4X, 6X, 8X and 10X.** To receive a frequency rate, a contract must be completed and signed, and a series of postdated cheques must be submitted at time of ad placement, each cheque bearing the deadline date of the issue in which the ad will appear. See above for dates. Ads should run consecutively.

Submitting your artwork – See **Electronic Guidelines** for precise instructions on best formats for submitting your finished artwork to our Digital Prepress Dept.

If you need typesetting/design – See our **Introduction to Advertising in Vitality** for guidelines on costs and procedures to have your ad produced by Vitality typesetters.

TO PLACE YOUR DISPLAY AD:

1. Phone, fax, email, mail, or deliver your advertising requirements, indicating size, ad name, and number of issues ad is to run. All advertising reservations require an Advertising Contract.
2. If the deadline falls on a weekend or holiday, it is extended to the next business day at 5 pm. If you have missed our advertising deadline, call us anyway. Your ad can be put on a wait list, and will be accommodated if space allows.

POLICIES & CONDITIONS:

CANCELLATIONS – Advertisers who have purchased ad space on the 2X, 4X, 6X 8X or 10X rate, but who prematurely withdraw their advertising will be subject to retroactive billing at the 1X rate for the ads that ran prior to the cancellation.

NSF CHEQUES are subject to a service charge of \$25, made payable to Vitality Magazine.

RECEIPTS: Receipt requests require a S.A.S.E at time of ad placement.

ADVERTISING POLICY: All ads are subject to publisher's discretion.

Vitality Magazine does typesetting/ad setup at discounted rates for our advertising clients. If a customer chooses to have Vitality send ads created by Vitality to other publications, a service fee of \$40 will be charged.

LIABILITY – In the case of an error or omission of advertising material by Vitality Magazine, the advertiser will be compensated for an amount equivalent to the actual dollar value of the ad containing the error, to the maximum of one issue. It is expected that the advertiser will check their ad right away when the issue is released.

Compare our ad rates to other publications *(Prices as of Nov. 1st, 2008)*

Frequency	Vitality Magazine		Tonic Magazine		New Directions	
	1x	6x	1x	6x	1x	6x
Outside Back Cover (4 Colour)	1795	1630	2600	2080	4000	3000
Full Page (4 Colour)	1495	1375	1595	1335	2100	1575
1/2 Page (4 Colour)	895	805	995	855	1260	945
1/4 Page (4 Colour)	475	420	670	595	735	550
1/8 Page (Black and White)	150	120	200	160	315 (Full Colour)	235 (Full Colour)

Vitality Magazine Circulation & Distribution Areas

Vitality Magazine is carried across central Ontario by a team of experienced circulation professionals. Our network of over 500 outlets spans across the following regions from

Toronto:

- North to Barrie
- East to Peterborough
- West to Hamilton

* Shipping is available nationwide

For details e-mail:

circulation@vitalitymagazine.com