

Vitality Magazine

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 - Colour Only	\$1795	\$1740	\$1685	\$1630	\$1575	\$1520
INSIDE FRONT/BACK COVER Colour Only	\$1655	\$1595	\$1535	\$1475	\$1415	\$1395
FULL PAGE AD - Colour	\$1495	\$1455	\$1415	\$1375	\$1335	\$1295
FULL PAGE AD - Black & White	\$895	\$855	\$815	\$775	\$735	\$695
3/4 PAGE AD - Colour	\$1225	\$1185	\$1145	\$1105	\$1065	\$1025
3/4 PAGE AD - Black & White	\$725	\$685	\$645	\$605	\$565	\$525
1/2 PAGE AD - Colour	\$895	\$865	\$835	\$805	\$775	\$745
1/2 PAGE AD - Black & White	\$570	\$540	\$510	\$480	\$450	\$420
1/4 PAGE AD - Colour	\$475	\$455	\$435	\$420	\$410	\$400
1/4 PAGE AD - Black & White	\$300	\$280	\$260	\$245	\$235	\$225
SUPER BUSINESS CARD - Colour	\$271	\$263	\$255	\$247	\$239	\$231
SUPER BUSINESS CARD - Black & White	\$176	\$168	\$160	\$152	\$144	\$136
1/8 PAGE - Colour	\$225	\$215	\$205	\$195	\$189	\$180
1/8 PAGE - Black & White	\$150	\$140	\$130	\$120	\$114	\$105
1/16 MINI - Colour	\$115	\$110	\$105	\$100	\$97	\$92
1/16 MINI - Black & White	\$75	\$70	\$65	\$60	\$57	\$52

All above prices are in Canadian funds for finished digital black & white, and colour ads, are subject to change without notice.
Please add 13% HST to all rates. Prices do not include typesetting or design charges. Guaranteed Minimum Circulation 60,000 copies per issue.

DISPLAY AD SIZING

 OUTSIDE BACK COVER 8.25" wide x 10.75" high (with bleed .1875) 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 .1875) 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 .1875) 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	

Only full page ads have bleed. If you put bleed on a display ad that is not a full page ad you will be asked to re-send the file in the correct format and size.

Vitality is now digital. Email
subscribe@vitalitymagazine.com

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 or MasterCard payment is accepted for one issue, or as payment for full contract amount. Postdated Visa or MasterCard payments are 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 the Vitality** Media Kit for guidelines on costs and procedures to have your ad produced by **Vitality** magazine 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 4:30 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. (All ad cancellations must be in writing).

NSF CHEQUES are subject to a service charge of \$25 + HST, made payable to **Vitality** magazine.

RECEIPTS: Receipt requests require a self-addressed, stamped envelope 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** magazine send ads created by **Vitality** magazine 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.

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