



## 2010 PRINT ADVERTISING RATES/MECHANICAL SPECIFICATIONS

Targeted, focused, accurate

Visit  
www.electricity-today.com/et/media/specs-s.htm

For Mechanical Requirements

Printing Process: **Offset**  
Binding Method: **Saddle-stitched**  
Line Screen: **133-150 lpi**

### Material Requirements:

Electronic format is preferred.  
For complete material requirements, please visit:  
www.electricity-today.com.

### Film:

Offset colour & 4 Colour, negative film, right reading, emulsion down.

In the case of electronic format or film, colour proofs must be supplied. If no colour proof is supplied, we will do our best to match colours, however, we cannot guarantee a perfect match.

Production charges are extra as quoted.

### Rates: Black & White

	1X	3X	6X	9X
DPS .....	\$4,675	\$4,450	\$4,235	\$4,040
Full page .....	\$2,640	\$2,525	\$2,420	\$2,300
2/3 page .....	\$2,300	\$2,190	\$2,050	\$1,950
1/2 page .....	\$1,975	\$1,865	\$1,650	\$1,500
1/3 page .....	\$1,400	\$1,300	\$1,195	\$1,030
1/4 page .....	\$ 995	\$ 895	\$ 800	\$ 755
1/6 page (PS) .....	\$ 675	\$ 550	\$ 485	\$ 400

### Colour (charges per insertion)

Standard 2nd colour .....	\$ 300
Matched colour .....	\$ 450
3 or 4 colour .....	\$ 800
4 colour per DPS .....	\$ 1,200

### \* Magazine Display Advertisement Measurement

	Inches	
	width	height
Trim Size .....	8 1/8 X	10 5/8
Bleed Size .....	8 5/8 X	11 1/8
DPS .....	16 1/4 X	10 5/8
DPS Bleed .....	16 3/4 X	11 1/8
2/3V .....	4 1/2 X	10
2/3H .....	7 X	6 1/2
1/2V .....	3 3/8 X	10
1/2H .....	7 X	4 7/8
1/2ISL .....	4 1/2 X	7 1/2
1/3V .....	2 1/8 X	10
1/3H .....	7 X	3 1/4
1/3Sq .....	4 1/2 X	4 7/8
1/4V .....	3 3/8 X	4 7/8
1/4H .....	7 X	2 1/4
1/6V .....	2 1/2 X	4 3/4

### Specialty Printing & Supplied Insert Distribution:

Do you have a catalogue/brochure/product CD to send out to our readers?  
Are you celebrating a special anniversary?  
Contact our Associate Publisher for specifications, and pricing on specialty printing, insert distribution.

### C O N T A C T U S :

tel: (905) - 686 - 1040  
fax: (905) - 686 - 1078

<b>Advertising Sales</b>	Carol Gardner, Associate Publisher	carol@electricityforum.com	ext. 223
<b>Article Submissions</b>	Don Horne, Editor	don@electricityforum.com	ext. 224
<b>Mailing Address</b>	215-1885 Clements Road Pickering Ontario L1W 3V4		

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