



Advertising Rates

Size of Ad	1 Issue	2 Issues
Double page spread	\$3,000	\$2,700
Full page	\$1,800	\$1,620
Half page*	\$1,200	\$1,080
1/3 page*	\$800	\$720
1/4 page	\$600	\$540
1/9 page	\$250	\$225
Marketplace	\$140	\$126

Premium Ad Placement

Size of Ad	1 Issue	2 Issues
Outside back cover	\$2,400	\$2,250
Inside any cover, Page 1	\$2,100	\$1,890

* Please specify vertical or horizontal orientation when booking.

Booking & Provision Deadlines

	Ad booking	Ad material	Available
Spring 2010	February 22	March 1	April
Summer 2010	June 21	July 1	August

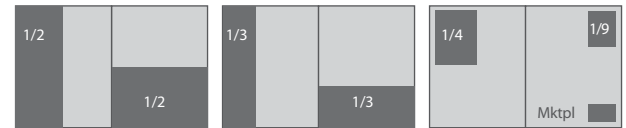
Contact

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dandyhorse
TORONTO ON TWO WHEELS

Build Mechanicals



(Width x Height, inches)

Trim
the edge of your
your ad space.
for safety,
please keep text
and logos inside
by 0.25 inch.

**With Bleed
(required)**
extend your
background
to this size.
it will be
cut off.

Full page	8.375 x 10.625	8.625 x 10.875
Double page spread	16.75 x 10.625	17 x 10.875
1/2 page vertical		
to page edge	4.125 x 10.625	4.375 x 10.875
or, inset	3.625 x 9.715	N/A
1/2 page horizontal		
to page edge	8.375 x 5.25	8.625 x 5.5
or, inset	7.375 x 4.75	N/A
1/3 page vertical		
to page edge	2.875 x 10.625	3.125 x 10.875
or, inset	2.375 x 9.715	N/A
1/3 page horizontal		
to page edge	8.375 x 3.625	8.625 x 3.875
or, inset	7.375 x 3.125	N/A
1/4 page	3.625 x 4.75	N/A
1/9 page	2.375 x 3.125	N/A
Marketplace	2.375 x 1.5	N/A

File Provision

Resolution: 300 DPI

Colour: Please provide full colour CMYK files.

Accepted file formats:

TIFF, PDF

Do not send source files.

Embed and/or outline all typefaces.

Please contact ads@dandyhorse.com
to arrange file transfers.

The advertiser is responsible for the quality and contents of any supplied ad. dandyhorse will advise the advertiser if mechanical specs are not met, and request resupply.

The Publisher reserves the right to refuse to publish any ad deemed objectionable. Positioning of advertising is at the discretion of the Publisher except where special position is guaranteed by contract. All prices are in Canadian Dollars.