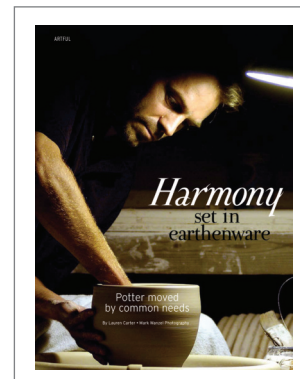
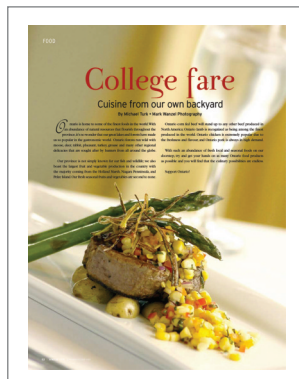


# SIMCOE Life

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## ADVERTISING RATES

Black & White	1x	6x
Full Page	\$1,990	\$1,890
2/3	\$1,350	\$1,290
1/2	\$1,190	\$1,050
1/3	\$790	\$750
1/6	\$450	\$430
1/12	\$240	\$220
Colour	1x	6x
Full Page	\$2,190	\$2,080
2/3	\$1,490	\$1,420
1/2	\$1,310	\$1,160
1/3	\$870	\$830
1/6	\$500	\$470
1/12	\$260	\$240
Outside Back Cover	\$2,500	\$2,400
Inside Front Cover	\$2,400	\$2,300
Inside Back Cover	\$2,300	\$2,200

## PUBLISHING SCHEDULE 2009

EDITION	CLOSING	DISTRIBUTION
Jan/Feb	January 2	January 30
Mar/April	February 20	March 20
May/June	April 10	May 8
July/Aug	June 5	July 3
Sept/Oct	August 7	September 4
Nov/Dec	Oct 9	November 6

Dates subject to change

## CIRCULATION - 21,500

Barrie & Area	6,614
Orillia & Area	4,061
Collingwood & Area	1,895
Midland & Area	1,531
Advertisers/Agencies	174
Bradford	1,725
Office/Misc	500
Mailed Business	5,000

571 Bayfield Street N., Barrie ON, L4M 4Z9 Telephone: (705)726-6537 Fax: (705)726-5414

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**SUN MEDIA**  
A Quebecor Media Company

## TECHNICAL SPECS

**Cover or Full Page** - 8.125" w X 10.875" h (please add .25" bleed on all sides)

**2/3 V** - 4.944" w X 9.735" h

**1/2 V** - 4.944" w X 7.25" h

**1/3 V** - 2.389" w X 9.735" h

**1/6 V** - 2.389" w X 4.783" h

**1/12 V** - 2.389" w X 2.312" h

**1/2 H** - 7.5" w X 4.783" h

**1/3 Sqr** - 4.944" w X 4.783" h

**1/6 H** - 4.944" w X 2.312" h

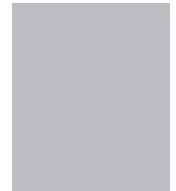
## INSTRUCTIONS FOR AD SUBMISSIONS:

- Ad must be provided in Mac format in QuarkXpress 6.5 or lower; Adobe Illustrator 10.0 or lower; Adobe Photoshop 7.0 or lower; PDF format.
- Ad must be created to exact ad size as provided.
- No spot colours. All spot colours must be converted to CMYK equivalents.
- All trappings must be complete.
- Scans must be hi res 300 dpi at 100 per cent in CMYK colour. Save as TIFF (no LZW compression) or EPS (no 5-part DCS). Scans should be placed in file at 100 per cent.
- All support files must be provided including fonts, logos, illustration files and scans.
- Screen fonts and printer fonts must be included.
- Illustration files - EPS illustration files must have all fonts converted to curves and all spot colours converted to CMYK equivalents from within the illustration program.
- Acceptable media includes: CD ROM; and e-mail or FTP downloads.
- FTP Site Host: [www.ospreymedia.ca](http://www.ospreymedia.ca)  
User ID: barrie  
Password: B47YH  
Directory: cent.ont.mag
- Email: [ads@centralontariomagazines.com](mailto:ads@centralontariomagazines.com)

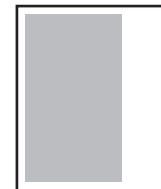
## MECHANICAL SPECS



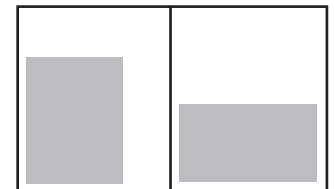
double page Spread



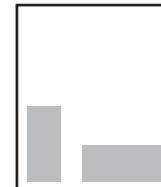
full page



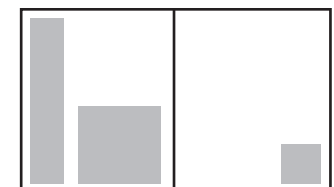
2/3 vertical



1/2 vertical 1/2 horizontal



1/6 vertical  
1/6 horizontal



1/3 vertical  
1/3 square  
1/12

Binding  
Trim size

Saddle Stitch  
8.125" wide by 10.875" vertical