



IPPSO FACTO

Magazine of the Association of Power Producers of Ontario

APPO

Advertising rates and specifications for 2008

ASSOCIATION OF
POWER PRODUCERS
OF ONTARIO

Plan now for our upcoming deadlines!

Deadlines for Ad Copy

February Issue	January 31, 2008
April Issue	March 27, 2008
June Issue	June 4, 2008
August Issue	August 7, 2008
October Issue*	(tentative) September 29, 2008
	* The Power Networking Guide Issue
December Issue	December 4, 2008

Deadlines are subject to change. Be sure to check with the Marketing Manager, Carole Kielly, 416 322 6549 ext 222 (email: carole.kielly@appro.org) or the layout artist, Steve Kishewitsch, 416 920 6828

ADVERTISEMENT SIZES

Full page (no bleed) 7 3/16" w x 9 11/16" h (7.1875" x 9.6875")	1/8 page horizontal 7 3/16" w x 1 1/4" h (7.1875" w x 1.25" h)	1/6 page vertical 2.7" w x 4.7/8" h (2.7" x 4.875")
1/2 page horizontal 7 3/16" w x 4 7/8" h (7.1875" x 4.875")	2/3 page vertical 7.3" w x 9 11/16" h (7.3" x 9.6875")	1/2 page vertical 3 1/2" w x 9 11/16" h (3.5" x 9.6875")
1/3 page horizontal 7 3/16" w x 3 1/4" h (7.1875" w x 3.25" h)	1/3 page vertical 2.7" w x 9 11/16" h (2.7" x 9.6875")	1/4 page vertical ad 3 1/2" w x 4 7/8" h (3.5" x 4.875")
1/4 page horizontal 7 3/16" w x 2 7/16" h (7.1875" w x 1.4375" h)	1/3 page square 7.3" w x 4.7/8" h (2.7" x 4.875")	1/8 page vertical ad 3 1/2" w x 2 7/16" h (3.5" x 2.4375")

We are Power.



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Advertising Standards

1. Pages are normally 8.5" by 11", with a minimum .25" border on all sides. Use of bleeds (zero margin) is subject to extra charges, depending on individual circumstances.

2. A 5% discount applies to ads purchased for 2 issues, a 10% discount for 3 insertions, a 15% discount applies to ads purchased for 4 insertions, a 20% discount for an insertion order of 6 ads.

3. 5% GST applies to all advertising rates and charges.

4. These rates are current as of July 1, 2008, and subject to change without notice.

6. Artwork should be submitted in electronic format. Please see the electronic format spec sheet for acceptable files.

7. Artwork must be received at the APPrO office by the stated publication deadlines to ensure ad placement in the desired issue.

Colour Advertising rates

	1x	2x	3x	4x	6x
back cover	2827	2686	2551	2424	2303
inside cover	1375	1306	1238	1169	1100
full page	1183	1124	1065	1006	946
half page	880	836	792	748	704
third page	811	770	730	689	649
quarter page	702	667	632	597	562
sixth page	675	641	608	574	540
eighth page	629	598	566	535	503
biz card	620	589	558	527	496

Black and White Advertising rates

	1x	2x	3x	4x	6x
back cover	2310	2195	2079	1964	1848
inside cover	864	821	778	734	691
full page	726	690	653	617	581
half page	396	376	356	337	317
third page	303	288	273	258	242
quarter page	204	194	184	173	163
sixth page	165	157	149	140	132
eighth page	121	115	109	103	97
biz card	103	98	93	88	82

5% GST applies to all advertising charges in Canada and the US.

25 Adelaide Street East, Suite 1602,

Toronto, Ontario, M5C 3A1

Phone: 416-322-6549 ext. 222

Fax 416-481-5785,

forward ad copy to: marketing@appro.org

For online ad rates and other advertising opportunities, visit

<http://www.appro.org/> and click on "Advertising"

Rates effective July 1, 2008. Subject to change without notice.