

CONSTRUCTION ALBERTA NEWS ADVERTISING RATES AND DATA

Regular Thursday circulation:

\$2.25 per agate line.
 \$175 spot color
 \$525 four color
 Agency discount 15% of gross



TABLOID PAGE
 (10 1/4 X 15 1/4 in.)

- 1 t.p. (1302 li.) \$2929.50
 - 1/2 t.p. (651 li.) \$1464.75
 - 1/3 t.p. (434 li.) \$976.50
 - 1/4 t.p. (324 li.) \$729.00



MAGAZINE PAGE
 (6 3/4 X 10 in.)

- 1 p. (560 li.) \$1260.00
 - 1/2 p. (280 li.) \$630.00
 - 1/3 t.p. (186 li.) ... \$418.50
 - 1/4 t.p. (140 li.) ... \$315.00

MECHANICAL REQUIREMENTS:

Printed web offset (85 line screen for photos)
 Column width - 9 1/2 ems (1 9/16"). 1 em between col.
 6 columns per page
 Column depth - 212 lines (15 1/8")
 Tabloid page size (11 1/4" x 17")
 Printed on glossy stock (up to 150 line screen for photos)

SPECIAL MAGAZINE SUPPLEMENT:

Tabloid page size (11 1/4" x 17")
 Printed on glossy stock (up to 150 line screen for photos)
November 16, 2006.
 Regular circulation plus distribution at the Alberta Municipal Districts & Counties Convention and the Alberta Roadbuilders & Heavy Construction Association Convention. Same ad rates as newspaper.
 Copy deadline - Sept. 29/06.