



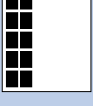


Advertising Rates & Dimensions

| Ad Sizes | Net Rates | | |
|--|-----------|------|------|
| | 1x | 3x | 5x |
|  <p>Double Page Spread Trim 17.25 w x 10.875 h (add 1/4" on each side for bleed)</p> | 7140 | 6320 | 5800 |
|  <p>Full Page Trim 8.125 w x 10.875 h (add 1/4" on each side for bleed)</p> | 4280 | 3770 | 3450 |
|  <p>1/2 Page Horizontal 7.125 w x 4.75 h Vertical 3.625 w x 9.875 h</p> | 2500 | 2090 | 1900 |
|  <p>1/4 Page Vertical 3.625 w x 4.75 h</p> | 1730 | 1480 | 1300 |
|  <p>Portfolio 5 Before & After Photos with text photo print or digital image (300 dpi+) at least 1.5 w x 1 h (see other notes for discounts)</p> | 4200 | 3300 | 3000 |

*Rates do not include agency fees

*rates subject to change

Premium Positioning

| | |
|------------------------------|-----|
| Back Cover..... | 25% |
| Inside Front/Back Cover..... | 20% |
| Inside Front DPS | 15% |
| Center Page DPS..... | 10% |
| Requested Pages | 10% |

Production Charges

| | |
|----------------------|-----------|
| Portfolio Scans..... | \$20 each |
| Ad Scans | \$45 each |
| Design | \$75/hour |
| Corrections | \$50/hour |
| Courier | \$50 each |

- 30% discount on Portfolio ads applicable when purchased with a full page or DPS.
- 20% discount on Portfolio ads when purchase with 1/2 page ad or smaller.

Book your space at 416-869-3131 and speak with Terri-Lynn Rose x121

Mechanical Requirements

ELECTRONIC/DIGITAL AD MATERIAL

Double Page Spread, Full Page, Partial Pages

DPS:

16.25"w x 10.875"h (Trim), add 1/4" on each side for bleed. Type safety is .5" inside trim

Full Page:

8.125"w x 10.875"h (Trim) add 1/4" on each side for bleed. Type safety is .5" inside trim

Half Page:

3.625"w x 9.875"h (vertical), 7.125"w x 4.75"h (horizontal)

Quarter Page:

3.625"w x 4.75"h

Portfolio images must be minimum size 1"w x 1.5"h and meet image requirements below

Ads must be supplied in a PDFX/1-a format:

- All images must be CMYK, scaled between 70-130% only without compression or colour profiles
- Each ad must be in a self-contained folder
- Arrive with laser proofs
- Conform to dimensions supplied

*Image files must be Macintosh compatible and be converted to CMYK in TIFF or EPS format at a resolution of 300 dpi

PORTFOLIO MATERIAL

Before-and-after Images for the Portfolio section may be submitted either as standard photo prints, or as Macintosh-compatible digital image files. Digital files may be TIFF, EPS or JPEG, but must be at least 300 dpi with a print size of at least 1"H x 1.5"W.

IMPORTANT NOTICE

Files not to specification are subject to automatic extra production charges. Please follow specs carefully to avoid charges. Digital file may be delivered on 100 MB Zip disks or standard Macintosh CD. Files may also be sent via email to production@beautynet.com provided they are BinHex encoded and compressed in a self-extracting file. NOTE: PC and the following application files are not accepted. (i.e. QuarkXPress, InDesign, CorelDraw, PageMaker, Microsoft Word, Publisher, PowerPoint, etc.). Please direct all production inquiries to Alan Swinton at 416-869-3131 x111.

Book your space at 416-869-3131 and speak with Terri-Lynn Rose x121

Ad Material Checklist

Company+Ad name _____
 For insertion in the _____ issue of Elevate magazine _____
 Graphics Company _____
 Contact _____
 Tel: (_____) _____ e-mail _____

FULL PAGE AND DOUBLE PAGE SPREADS (Must be accompanied by a match colour proof)

DOUBLE PAGE SPREAD

Bleed: 16.5" (w) X 11.125" (h) TRIM: 16.25" (w) X 10.875" (h) Type Safety: 15.25" (w) X 10.375" (h)

FULL PAGE

Bleed: 8.375" (w) x 11.125" (h) TRIM: 8.125" (w) x 10.875" (h) Type Safety: 7.625" (w) x 10.375" (h)

SIZE OF PARTIAL ADS

1/2 PAGE VERTICAL
3.625"(w) x 9.875"(h)

1/2 PAGE HORIZONTAL
7.125"(w) x 4.75"(h)

1/4 PAGE (vertical only)
3.625"(w) x 4.75"(h)

ALL PDF SUBMISSIONS (please check each item)

- Supplied as PDFX/1-a standard files
- All fonts embedded. None stylized from palettes
- All images used must be TIFF or EPS, CMYK, 300 dpi, no compression, no embedded colour profiles and scaled no more than 130%
- be accompanied by a B&W laser proof at _____%

IMPORTANT: For a complete list of PDF standards guide for InDesign & QuarkXPress, email: production@beautynet.com with your questions/request

IMPORTANT: The following application files cannot be accepted: QuarkXPress 6, FreeHand, MSWord, MS PowerPoint, CorelDraw, PageMaker)

IMPORTANT: Files not to specification are subject to automatic extra production charges. Please follow specifications to avoid charges

FILES ARE SUPPLIED ON (please check one)

- on standard sized CD (700 MB)
- on ZIP Disk (100 MB only)
- emailed in compressed, self-extracting file to: production@beautynet.com - Attn: production manager
- via FTP - email production@beautynet.com for info

FILE VERIFICATION (designer please sign and date)

I hereby declare these files to meet the specifications above and accept full responsibility for any errors in printing as a result of supplying incorrect file types.

signature _____

date _____

SEND MATERIALS TO

Elevate Magazine
 365 Bloor Street East, Suite 1902
 Toronto, Ontario, Canada M4W 3L4
 Attn: Alan Swinton-Production Manager

Note: Please direct all production inquiries to Alan Swinton at 416-869-3131 x111 or production@beautynet.com

Book your space at 416-869-3131 and speak with Terri-Lynn Rose x121

elevate guide advertising rates, sizes and specs

Ad booking Deadline: June 19 Ad material Deadline: June 19

COMPANY _____ TEL: (_____) _____

GRAPHICS COMPANY _____ TEL: (_____) _____

CONTACT: _____ E-MAIL: _____

AD NAME _____

AD SIZE

Ad rate (Net)



DOUBLE PAGE SPREAD

TRIM: 12" W x 8.125"H (add 1/8" on each side for bleed)
\$5,800



FULL PAGE

TRIM: 6"W x 8.125"H (add 1/8" on each side for bleed)
\$3,450



1/2 PAGE

2.625"w x 7.3"h (Vertical) or 5.25"w x 3.575"h (Horizontal)
\$1,900



1/4 PAGE

2.625"W x 3.575"H
\$1,300



PORTFOLIO, 3 BEFORE & AFTERS

photo print, negative or digital image (300 dpi)
at least 1.5 W x 1 H
\$2000 (\$1,600 with the purchase of an ad in Elevate Guide)

* Rates do not include agency fee

EXTENDED LISTINGS*

Extended (highlighted) **\$175** (*Free with ad purchase)

POSITION PREMIUMS

Back Cover 25%
Inside Front/Back Cover 20%
Inside Front DPS 15%
Center Page DPS 10%
Requested Pages 10%

PRODUCTION CHARGES

Portfolio Scans \$20 each
Ad Scans \$45 each
Design \$75/hour
Corrections \$50/hour
Courier \$50 each

OTHER NOTES

- Elevate will design your ad at very competitive rates
- Ad rates subject to change
- Please direct all production inquiries to Alan Swinton at 416-869-3131 x111 or production@beautynet.com

ALL PDF SUBMISSIONS MUST

- be checked to conform with ad dimensions
- be supplied as PDFX/1-a standard files
- have all fonts embedded. None stylized from palettes
- ensure all images are CMYK, 300DPI, either TIFF or EPS without compression or embedded profiles and be scaled no more than 130%

FILES ARE SUPPLIED

- on ZIP Disk (100 MB)
- on standard sized CD (700 MB)
- via e-mail in compressed, self-extracting file to production@beautynet.com
- via FTP - email production@beautynet.com for info

IMPORTANT: Files not to specification are subject to automatic extra production charges.

IMPORTANT: the following files are not accepted CorelDraw, Freehand, PageMaker, Microsoft Word, PowerPoint, QuarkXPress 5.0+.

IMPORTANT: For a complete list of PDF standards for QuarkXPress & InDesign, email production@beautynet.com

DIGITAL FILE VERIFICATION

(designer please sign and date)

I hereby declare these files to meet the specifications above and accept full responsibility for any errors in printing as a result of supplying incorrect file types.

signature _____

date _____

Send Ads To: Elevate Magazine
365 Bloor Street East, Suite 1902
Toronto, Ontario, Canada M4W 3L4
Attn: Alan Swinton-Production Manager

Book your space at 416-869-3131 and speak with Terri-Lynn Rose x121

Elevate Media Inc. | 365 Bloor Street East #1902 Toronto ON Canada M4W 3L4 | T 416-869-3131 | F 416-869-3008 | W www.elevatemagazine.com