



RETAIL CONNECTIONS

A QUARTERLY PUBLICATION
FOR RETAIL ENTREPRENEURS

CIRCULATION: 8,500

6,500 across B.C.
2,000 across Alberta

COLOUR RATES

**15% DISCOUNT FOR SHELFSPACE ASSOCIATE MEMBERS,
PREMIUM BUSINESS MEMBERS AND PERSONAL MEMBERS**

	1x	2x	4x
Outside Back Cover	4,435	4,215	3,990
Inside Covers	3,990	3,790	3,590
Full Page	3,550	3,370	3,195
2/3 Page	3,195	3,035	2,875
1/2 Page Island	2,705	2,570	2,435
1/2 Page Horiz/Vert	2,235	2,125	2,010
1/3 Page Square/Horiz/Vert	1,770	1,680	1,595
1/4 Page Square/Horiz	1,310	1,245	1,180

SPECIAL POSITIONS

- ◆ For guaranteed positions add 15%
- ◆ Cover space is available on a first-come, first served basis.
- ◆ All special positions are non-cancellable.

Production & sales information:
Victoria Chapman
1-604-741-4189

BUSINESS VANCOUVER Custom Publishing

102 East 4th Avenue, Vancouver, BC V5T 1G2
Telephone: 604-608-5154 • Fax: 604-688-1963
E-mail: vchapman@visitorschoice.com

2010 RATES & SPECIFICATIONS

DEADLINES

Feb 2010 — Pub date Feb 7, Material Jan 7, Space close Jan 6

April 2010 — Pub date Apr 16, Material Mar 16, Space close Mar 15

Aug 2010 — Pub date Aug 27, Material Jul 27, Space close Jul 26

Nov 2010 — Pub date Nov 15, Material Oct 15, Space close Oct 14

MECHANICAL REQUIREMENTS

Size	Width (inches)	Height (inches)
Full page trim size	8 1/8	10 13/16
Full page bleed	8 3/8	11 1/16
Type area	7 1/8	9 13/16
2/3 Vertical	4 11/16	9 7/8
1/2 Horizontal	7 1/8	4 13/16
1/2 Island	4 11/16	7 5/16
1/2 Vertical	3 1/2	9 13/16
1/3 Horizontal	7 1/8	3 1/8
1/3 Square	4 11/16	4 13/16
1/3 Vertical	2 1/4	9 7/8
1/4 Square	3 1/2	4 13/16
1/4 Horizontal	7 1/8	2 5/16
Double page spread (with bleed)	16 1/2	11 1/16

SPECIFICATIONS

PRINTING PROCESS: Web Offset

SCREEN: 150 lines per inch

BINDING METHOD: Saddle-stitched

SUBMISSION GUIDELINES:

Please provide (in order of preference): a PDFx 1a file, a Mac InDesign file with all supporting files and postscript type 1 (or 2) screen and printer fonts, or an Illustrator CS2 or lower EPS file with all fonts converted to outlines. FTP is available, but please talk to us first. And please supply a proof of your ad with your disk.

BLEED ADS: Please keep all critical elements 1/2" in from the trim.

GENERAL POLICY

1. Custom spot colour matched in process
2. All rates are net and in Canadian dollars
3. Rates do not include GST
4. Production charges are *included*
5. COMMISSIONS: 15% to recognized agencies
6. Advertising non-cancellable after closing date


SHELFSPACE
THE ASSOCIATION FOR RETAIL ENTREPRENEURS