

# Small Farm CANADA



## Display Advertising Rates 2010

Rate Card no 6. Effective Sept. 2009. All rates are for four colour ads.

	1X	3X	6X
<b>Full Page</b>	\$2630	\$2530	\$2430
<b>2/3-page</b>	\$1795	\$1725	\$1625
<b>1/2-page</b>	\$1350	\$1290	\$1220
<b>1/3-page</b>	\$920	\$860	\$820
<b>1/4 page</b>	\$680	\$650	\$620
<b>1/6-page</b>	\$460	\$440	\$420
<b>Cover &amp; DPS Advertisers</b>			
<b>IFC</b>	\$3200	\$3075	\$2880
<b>IBC</b>	\$2880	\$2780	\$2575
<b>BC</b>	\$3200	\$3075	\$2880
<b>DPS</b>	\$4475	\$4275	\$4100

### Small Farm Canada 2009/10 Deadlines

Issue	Space Deadline	Material Deadline
Jan/Feb	Nov. 28, 2009	Dec. 04, 2009
Mar/Apr	Feb. 03, 2010	Feb. 10, 2010
May/June	Mar. 26, 2010	April 07, 2010
Jul/Aug	May 28, 2010	June 04, 2010
Sep/Oct	July 23, 2010	Aug. 03, 2010
Nov/Dec	Sept. 30, 2010	Oct. 07, 2010

**Tel: 250.478.3975 • Fax: 250.478.3979**

**Toll free: 1.866.260.7985**

**Email: ads@smallfarmcanada.ca**

Small Farm Canada, 4623 William Head Road, Victoria, BC, V9C 3Y7

*Small Farm Canada is published by Southern Tip Publishing, Inc.*

### Mechanical Information:

Available on request

**Special Sections:** Advertising rates available for inserts and polybagging.

### Circulation Information:

- National distribution: 17,000 copies
- Average readership: 59,500, based on 3.4 readers per copy.

**Commissions:** 15% agency commission to recognized advertising agencies if paid within 30 days of date of invoice

**GST and HST:** Rates do not include 6% GST/HST.

**Overdue Accounts:** Invoices are rendered on the publication date of each issue and are due within 30 days of date of invoice. 1.5% per month is charged on overdue accounts.

*Prices are for camera-ready material and do not include GST or production. Add 15% for guaranteed position. Covers are non-cancellable.*