

Small Farm CANADA



National Display Advertising Rates 2009/10

Rate Card no 7. Effective Nov. 2010. All rates are for four colour ads.

	1X	3X	6X
Full page	\$3025	\$2915	\$2800
2/3	\$2075	\$1990	\$1890
1/2	\$1560	\$1490	\$1420
1/3	\$1060	\$990	\$950
1/4	\$790	\$750	\$720
1/6	\$540	\$520	\$490
Cover & DPS Advertisers			
IFC	\$3680	\$3540	\$3320
IBC	\$3320	\$3200	\$2975
BC	\$3680	\$3540	\$3320
DPS	\$5150	\$4920	\$4720

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/Jun	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

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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.