

2018 PRINT ADVERTISING RATES

Effective January 1, 2018 Rate Card #56



Colour Advertising Rates:



Main book:
6 issues



Published in 4 issues of
PurchasingB2B: February,
June, August, December



Published in 6 issues
of **PurchasingB2B**:

		SPECS		4 COLOUR RATES (net)	
AD SIZE		Width	Depth	1x	4x+6x
Double Page	Live	15"	10"	\$11,200	\$10,200
	Trim	16"	10.875"		
	Bleed	16.25"	11.125"		
Full Page	Live	7"	10"	\$6,300	\$5,600
	Trim	8"	10.875"		
	Bleed	8.25"	11.125"		
2/3 Page Vertical		4.625"	10"	\$5,600	\$5,000
1/2 Page Island		4.625"	7.5"	\$5,100	\$4,500
1/2 Page Horizontal		7"	5"	\$4,450	\$4,100
1/2 Page Vertical		3.375"	10"	\$4,450	\$4,100
1/3 Page Vertical		2.125"	10"	\$3,800	\$3,500
1/3 Page Square		4.625"	5"	\$3,800	\$3,500

NOTE: Fleet Management rates are provided with a combined Fleet Management and CAR advertising program. Contact the publisher for additional information.

Colour Advertising Rates:



Published in 2 issues of **PurchasingB2B**: April, October
Distribution: 38,000; **PurchasingB2B**, and by select job titles with
Canadian Contractor, Canadian Plant, HPAC and On-Site magazines.

		SPECS		4 COLOUR RATES (net)	
AD SIZE		Width	Depth	1x	2x
Double Page	Live	15"	10"	\$15,900	\$15,500
	Trim	16"	10.875"		
	Bleed	16.25"	11.125"		
Full Page	Live	7"	10"	\$8,900	\$8,700
	Trim	8"	10.875"		
	Bleed	8.25"	11.125"		
2/3 Page Vertical		4.625"	10"	\$8,400	\$8,200
1/2 Page Island		4.625"	7.5"	\$7,300	\$7,100
1/2 Page Horizontal		7"	5"	\$6,300	\$6,100
1/2 Page Vertical		3.375"	10"	\$6,300	\$6,100
1/3 Page Vertical		2.125"	10"	\$4,800	\$4,600
1/3 Page Square		4.625"	5"	\$4,800	\$4,600

All advertising rates are net and are quoted in Canadian dollars. Contact the publisher for the current US dollar rate. The word 'Advertisement' or 'Advertorial' will be placed above any ad copy which the publisher deems to resemble editorial material.

Commission

- Agency Commission: 15% of gross billing allowed on space, colour, position and charges for special insert stock, to recognized agencies only. Commission is not allowed on other charges such as extra mechanical charges, reprints, etc.
- Accounts payable at office of publication in Canadian funds, or equivalent funds at the rate of exchange prevailing at time of payment.

PRINT AD SUBMISSION:

FTP site: iqbm.wetransfer.com

Please ensure that your company name is included in the file name.

The preferred file submission is print optimized PDF but we will accept the following file formats: Adobe Illustrator, Photoshop or InDesign CS6 (Mac/PC)

REQUIREMENTS FOR ARTWORK:

All fonts must be supplied or embedded in the PDF file. All images must be supplied or embedded in the PDF file and meet print specifications (CMYK, 300 dpi). All colours must be CMYK or Grayscale.

WHO TO CONTACT FOR:

Advertising opportunities:

Dorothy Jakovina, Publisher
416-441-2085 x111
djakovina@purchasingb2b.ca

Editorial submissions:

Michael Power, Editor
416-441-2085 x110
mpower@purchasingb2b.ca

Ad material inquiries:

Laura Moffatt, Manager, Publishing Operations
416-441-2085 x104
lmoffatt@iqbusinessmedia.com

iQ Business Media Inc.

101 Duncan Mill Road, Suite 302
Toronto, ON M3B 1Z3
www.PurchasingB2B.ca

ADVERTISING OPTIONS:

In addition to our display advertising options, we also offer opportunities for inserts (blown-in or tipped-on), polybagging your corporate information, sponsored editorial, and other nontraditional marketing concepts.

Custom advertorial can be produced in-house or as a stand-alone publication or run as a bound-in insert within the magazine.

To discuss your customized advertising program, please contact **Dorothy Jakovina**, publisher.

