

MUNICIPAL REDBOOK 2012 EDITION

Municipal **REDBOOK** 2012

The MUNICIPAL REDBOOK 2012 is distributed to all Alberta & B.C. Municipalities, Regional districts & School districts with a Targeted Readership of:

Purchasing Managers
Public Works Superintendents
Municipal Officials
Municipal Engineers
Administrators
Public Utility Officials
Municipal Buyers
School Board Officials

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ADVERTISING SIZES & RATES

Ad Sizes

	dimensions
Full Page Magazine	7" x 10"
1/2 Page Horizontal	7" x 4-7/8"
1/2 Page Vertical	3-3/8" x 10"
1/3 Page Horizontal	7" x 3-1/4"
1/3 Page Square	4-5/8" x 4-7/8"
1/4 Page Vertical	3-3/8" x 4-7/8"
1/4 Page Horizontal	7" x 2-1/4"
1/6 Page Vertical Banner	2-1/4" x 4-7/8"

Colour

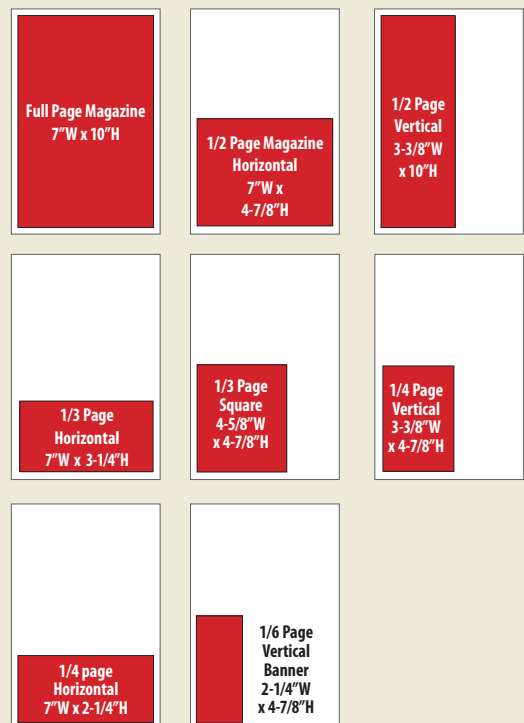
Standard Red, Blue Green, Yellow each
Matched
4 colour process

Premium Advertising Rates

Inside Front Cover
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Outside Back Cover

To book your ad please contact:

Phone: 1-888-878-2121 Email: salescanada@reedbusiness.com
All orders are due by September 16, 2011.
Materials due by September 26, 2011.



Mechanical Requirements

PDF or EPS digital format must be supplied.
Inside positions reproduced at 100 line screen.
Cover positions at 133 to 150 line screen
Publication Trim Size: 8-1/2" x 11"
Bleed page: 8-3/4" x 11-3/8"
Double page spread: 15-1/4" x 10"
Double page bleed page: 16-3/4" x 11-3/8"