

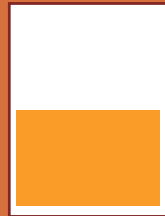
DAILY COMMERCIAL NEWS AND CONSTRUCTION RECORD

Daily Commercial News is published 5 times a week, Monday through Friday.

Display Advertising Sizes



Tabloid Page
10-3/8" W x 14-5/16" H
263mm W x 364mm H
6 columns x 200 lines
1200 total lines



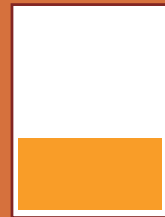
1/2 Tab (Horizontal)
10-3/8" W x 7-1/16" H
263mm W x 180mm H
6 columns x 99 lines
594 total lines



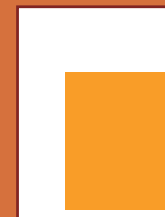
1/2 Tab (Vertical)
5-1/8" W x 14-5/16" H
130mm W x 364mm H
3 columns x 200 lines
600 total lines



1/3 Tab (Vertical)
3-3/8" W x 14-5/16" H
85mm W x 364mm H
2 columns x 200 lines
400 total lines



1/3 Tab (Horizontal)
10-3/8" W x 4-11/16" H
263mm W x 119mm H
6 columns x 66 lines
396 total lines



Magazine Page
6-7/8" W x 9-1/2" H
174mm W x 242mm H
4 columns x 133 lines
532 total lines



2/3 Page
6-7/8" W x 7-1/16" H
174mm W x 180mm H
4 columns x 99 lines
396 total lines



1/2 Page (island)
5-1/8" W x 7-1/16" H
130mm W x 180mm H
3 columns x 99 lines
297 total lines



1/2 Page (Vertical)
3-3/8" W x 9-1/2" H
85mm W x 242mm H
2 columns x 133 lines
266 total lines



1/2 Page (Horizontal)
6-7/8" W x 4-11/16" H
174mm W x 119mm H
4 columns x 66 lines
264 total lines



1/3 Page (Square)
5-1/8" W x 4-11/16" H
130mm W x 119mm H
3 columns x 66 lines
198 total lines



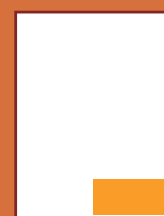
1/4 Page (Vertical)
3-3/8" W x 4-11/16" H
85mm W x 119mm H
2 columns x 66 lines
132 total lines



1/4 Page (Horizontal)
6-7/8" W x 2-1/4" H
174mm W x 58mm H
4 columns x 32 lines
128 total lines



Banner
10-3/8" W x 2-1/4" H
263mm W x 58mm H
6 columns x 32 lines
192 total lines



1/2 Banner
5 1/8" W x 1 3/4" H
130mm W x 44mm H
3 columns x 25 lines
75 total lines



Front Page Earlug
3" W x 1-1/2" H
76mm W x 38mm H
2 columns x 21 lines
42 total lines

Contact your Advertising Executive to find out more about additional advertising options.

DCN: DISPLAY ADVERTISING RATES 2010

BLACK & WHITE	1x	3x	5x	12x	20x	26x	52x	104x
Tabloid Page	\$3,391	2,977	2,821	2,635	2,317	2,158	1,844	1,554
1/2 Tab (V/H)	1,915	1,682	1,594	1,489	1,310	1,219	1,042	878
1/3 Tab (V/H)	1,278	1,122	1,063	993	873	813	695	585
Magazine Page	1,699	1,492	1,414	1,320	1,161	1,081	924	778
2/3 Mag	1,265	1,110	1,053	983	864	805	688	579
1/2 Mag (V/H)	944	829	786	734	645	602	514	433
1/3 Mag (Square)	703	618	585	547	481	448	382	322
1/4 Mag (V/H)	469	412	389	364	320	298	255	214
Banner	292	256	243	227	200	186	159	134
1/2 Banner	204	179	170	159	140	130	111	94
Front Page Lug	557	489	464	433	381	354	304	256
SPOT COLOUR (TWO COLOUR, BLACK + ONE COLOUR)	1x	3x	5x	12x	20x	26x	52x	104x
Tabloid Page	\$3,586	3,172	3,016	2,830	2,512	2,353	2,039	1,749
1/2 Tab (V/H)	2,110	1,877	1,789	1,684	1,505	1,414	1,237	1,073
1/3 Tab (V/H)	1,473	1,317	1,258	1,188	1,068	1,008	890	780
Magazine Page	1,894	1,687	1,609	1,515	1,356	1,276	1,119	973
2/3 Mag	1,460	1,305	1,248	1,178	1,059	1,000	883	774
1/2 Mag (V/H)	1,139	1,024	981	929	840	797	709	628
1/3 Mag (Square)	898	813	780	742	676	643	577	517
1/4 Mag (V/H)	664	607	584	559	515	493	450	409
Banner	397	348	330	309	272	253	215	181
1/2 Banner	278	244	231	216	190	177	151	127
Front Page Lug	557	489	464	433	381	354	304	256
4-COLOUR	1x	3x	5x	12x	20x	26x	52x	104x
Tabloid Page	\$3,866	3,452	3,296	3,110	2,792	2,633	2,319	2,029
1/2 Tab (V/H)	2,390	2,157	2,069	1,964	1,785	1,694	1,517	1,353
1/3 Tab (V/H)	1,753	1,597	1,538	1,468	1,348	1,288	1,170	1,060
Magazine Page	2,174	1,967	1,889	1,795	1,636	1,556	1,399	1,253
2/3 Mag	1,740	1,585	1,528	1,458	1,339	1,280	1,163	1,054
1/2 Mag (V/H)	1,419	1,304	1,261	1,209	1,120	1,077	989	908
1/3 Mag (Square)	1,178	1,093	1,060	1,022	956	923	857	797
1/4 Mag (V/H)	944	887	864	839	795	773	730	689
Banner	504	443	419	392	345	320	274	231
1/2 Banner	353	310	293	274	241	224	192	162
Front Page Lug	557	489	464	433	381	354	304	256

Daily Commercial News is published 5 times a week. Contact your Advertising Executive to find out more about additional advertising options.

DCN: CLASSIFIED, CAREER, TENDER & ANNOUNCEMENT ADVERTISING RATES 2010

CLASSIFIED MARKETPLACE ADVERTISING	1x	5x	10x	20x	60x	126x	252x
1 col. x 1 inch	48.73	43.79	41.40	36.63	31.69	24.37	19.42
1 col. x 1 1/2 inch	73.10	65.68	62.11	54.95	47.54	36.55	29.14
1 col. x 2 inch	97.46	87.58	82.81	73.27	63.38	48.73	38.85
2 col. x 2 inch	194.92	175.16	165.62	146.53	126.77	97.46	77.70
CLASSIFIED LINE ADVERTISING	60x	126x	252x	<p>Classified rates are cost per ad, per day</p> <p>Custom sizes: Classified Advertising custom sizes are available, contact your Advertising Executive to determine the ad size and frequency that suits your budget.</p> <p>Frequency: Classified advertising appears Monday to Friday in the Daily Commercial News.</p>			
1 col. x 3 printed lines	\$13.56	10.44	8.34				
1 col. x 4 printed lines	18.08	13.92	11.12				
1 col. x 5 printed lines	22.60	17.40	13.90				
CAREER ADVERTISING	1x	3x	6x	<p>Career advertising is purchased by column width, agate line length and frequency, and Career ads are published Monday to Friday in the Daily Commercial News. Online postings are available at www.myJobsite.ca. Speak to your Advertising Executive to receive print & online bundled package rates.</p>			
Per Agate Line Rate	\$7.08	6.59	5.79				
Sizes: 2 Column: 3 3/8" w x any length 3 Column: 5 1/8" w x any length 4 Column: 6 7/8" w x any length							
ANNOUNCEMENT ADVERTISING	1x	3x	6x	<p>Announcement advertising can be any size you need, contact your Advertising Executive to determine the ad size and frequency that suits your budget.</p> <p>Frequency: Announcement advertising appears Monday to Friday in the Daily Commercial News.</p>			
Per Agate Line Rate	\$3.61	3.24	2.81				
TENDER ADVERTISING	1x	2x	3x	5x	<p>Tender Ad sizes are determined by the amount of information that is required for the advertisement. Send us the information you wish to see advertised and we will design it for you. Tender ads are priced by established agate line rates.</p> <p>Frequency: Tender Advertising appears Monday to Friday in the Daily Commercial News.</p>		
Per Agate Line Rate	\$3.48	3.31	3.13	2.77			

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AND CONSTRUCTION RECORD

500 Hood Rd., 4th Floor Markham, ON L3R 9Z3
Toll Free: 1.800.465.6475, Tel: 905.752.5408 Fax: 905.752.5450
www.dailycommercialnews.com

DAILY COMMERCIAL NEWS AND CONSTRUCTION RECORD

MECHANICAL SPECIFICATIONS

1. **KIND OF PRINTING: WEB OFFSET**
2. **PUBLICATION TRIM SIZE: 11-1/2" WIDE X 16" DEEP**
3. **PAPER STOCK: Premium 80**
4. **SUPPLIED INSERTS: RATES, QUANTITY AND SPECIFICATIONS ON REQUEST.**
Please contact the sales department for details.
5. **ELECTRONIC SUBMISSION OF ADVERTISEMENTS:**
 - Final ad material is accepted (in order of format preference) in PDF, InDesign, Illustrator, Photoshop, CS, CS2 or CS3
 - For InDesign files, graphic elements should be submitted in TIF, JPEG or EPS formats at a minimum resolution of 300 dpi. Fonts should be included with the electronic file submitted.
 - For colour ads, ensure that all elements are in CMYK, *not RGB*. For black and white ads, ensure that all elements are in the black colour channel only. A copy of the ad's final appearance should be submitted by fax or PDF for reference only.
6. **ELECTRONIC SUBMISSION OF AD MATERIAL COMPONENTS:**
 - Text for any material should be supplied in Microsoft Word or text (RTF) format
 - Graphics (i.e. logos and/or images) should be submitted separately as attachments in TIF, JPEG or EPS formats at a minimum resolution of 300 dpi to ensure good print quality. Illustrator Vector A1/EPS is preferred for logos.
 - The covering e-mail message should state the program and version used to create the file, and the contact name and telephone number for the creator of the files.
 - Send to: canadacreative@reedbusiness.com
 - Production fees may apply.