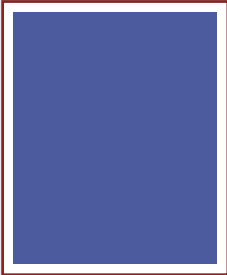


JOURNAL OF COMMERCE

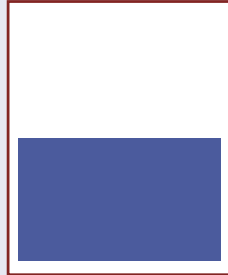
Western Canada's Construction Newspaper

Journal of Commerce is published 2 times a week on Mondays & Wednesdays.

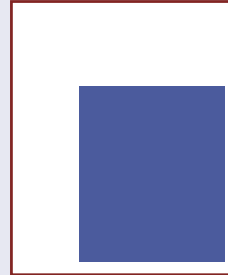
Display Advertising Sizes



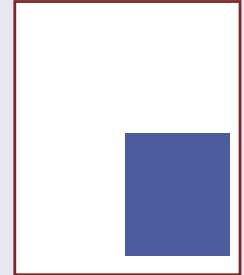
Tabloid Page
10-3/8" W x 14-5/16" H
263mm W x 364mm H
6 columns x 200 lines
1200 total lines



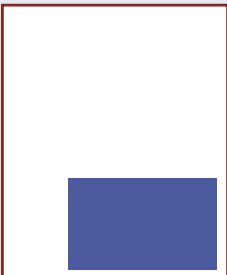
1/2 Tab (Horizontal)
10-3/8" W x 7-1/16" H
263mm W x 180mm H
6 columns x 99 lines
594 total lines



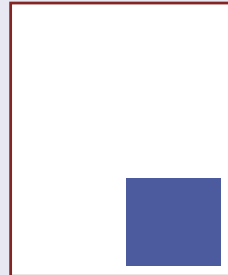
Magazine Page
6-7/8" W x 9-1/2" H
174mm W x 242mm H
4 columns x 133 lines
532 total lines



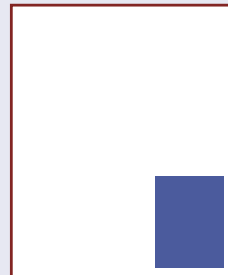
1/2 Page (island)
5-1/8" W x 7-1/16" H
130mm W x 180mm H
3 columns x 99 lines
297 total lines



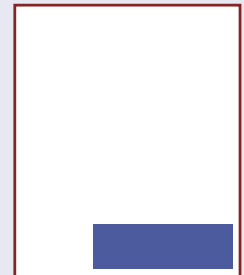
1/2 Page (Horizontal)
6-7/8" W x 4-11/16" H
174mm W x 119mm H
4 columns x 66 lines
264 total lines



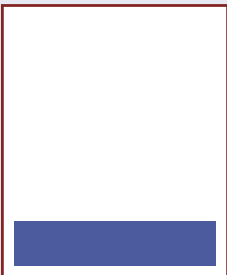
1/3 Page (Square)
5-1/8" W x 4-11/16" H
130mm W x 119mm H
3 columns x 66 lines
198 total lines



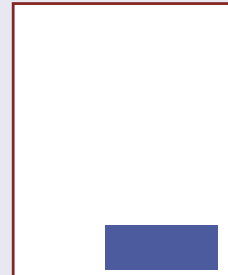
1/4 Page (Vertical)
3-3/8" W x 4-11/16" H
85mm W x 119mm H
2 columns x 66 lines
132 total lines



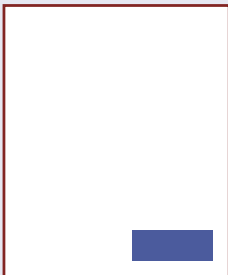
1/4 Page (Horizontal)
6-7/8" W x 2-1/4" H
174mm W x 58mm H
4 columns x 32 lines
128 total lines



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.

JOC: DISPLAY ADVERTISING RATES 2010

BLACK & WHITE	1x	3x	6x	12x	26x	52x	104x
Tabloid Page	\$3,129	2,747	2,603	2,432	2,138	1,992	1,702
1/2 Tab (H)	1,769	1,553	1,472	1,375	1,209	1,126	962
Magazine Page	1,521	1,336	1,266	1,183	1,040	969	828
1/2 Mag (H)	846	742	704	657	578	538	460
1/2 Mag (Island)	951	835	792	740	649	605	518
1/3 Mag (Square)	634	557	528	493	433	404	345
1/4 Mag (V/H)	423	371	352	329	289	269	230
Banner	292	256	243	227	199	186	159
1/2 Banner	203	176	167	156	137	128	113
Front Page Lug	474	416	395	369	324	302	258
SPOT COLOUR (TWO COLOUR , BLACK + ONE COLOUR)	1x	3x	6x	12x	26x	52x	104x
Tabloid Page	\$3,324	2,942	2,798	2,627	2,333	2,187	1,897
1/2 Tab (H)	1,964	1,748	1,667	1,570	1,404	1,321	1,157
Magazine Page	1,716	1,531	1,461	1,378	1,235	1,164	1,023
1/2 Mag (H)	1,041	937	899	852	773	733	655
1/2 Mag (Island)	1,146	1,030	987	935	844	800	713
1/3 Mag (Square)	829	752	723	688	628	599	540
1/4 Mag (V/H)	618	566	547	524	484	464	425
Banner	397	348	330	309	271	253	216
1/2 Banner	272	239	226	212	186	174	148
Front Page Lug	474	416	395	369	324	302	258
4-COLOUR	1x	3x	6x	12x	26x	52x	104x
Tabloid Page	\$3,604	3,222	3,078	2,907	2,613	2,467	2,177
1/2 Tab (H)	2,244	2,028	1,947	1,850	1,684	1,601	1,437
Magazine Page	1,996	1,811	1,741	1,658	1,515	1,444	1,303
1/2 Mag (H)	1,321	1,217	1,179	1,132	1,053	1,013	935
1/2 Mag (Island)	1,426	1,310	1,267	1,215	1,124	1,080	993
1/3 Mag (Square)	1,109	1,032	1,003	968	908	879	820
1/4 Mag (V/H)	898	846	827	804	764	744	705
Banner	504	443	419	392	344	321	274
1/2 Banner	345	303	288	269	236	220	188
Front Page Lug	474	416	395	369	324	302	258

Journal of Commerce is published on Mondays & Wednesdays every week.
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JOC: CLASSIFIED, CAREER, TENDER & ANNOUNCEMENT ADVERTISING RATES 2010

CLASSIFIED MARKETPLACE ADVERTISING	1x	12x	26x	52x	104x	
1 col. x 1 inch	\$44.42	41.59	38.94	32.54	23.36	Classified rates are cost per ad, per day
1 col. x 1 1/2 inch	66.63	62.39	58.40	48.82	35.04	
1 col. x 2 inch	88.84	83.18	77.87	65.08	46.71	
2 col. x 1 inch	88.84	83.18	77.87	65.08	46.71	
2 col. X 2 inch	177.69	166.37	155.74	130.18	93.44	
CLASSIFIED LINE ADVERTISING	12x	26x	52x	104x	Classified Advertising custom sizes are available, contact your Advertising Executive to determine the ad size and frequency that suits your budget. Frequency: Classified advertising appears Monday & Wednesday in the Journal of Commerce.	
1 col. x 3 printed lines	\$16.68	15.84	11.91	8.80		
1 col. x 4 printed lines	19.46	18.49	13.89	10.26		
1 col. x 5 printed lines	25.02	23.77	17.87	13.19		
CAREER ADVERTISING	1x	3x	6x	Career advertising is purchased by column width, agate line length and frequency, and Career ads are published Monday & Wednesday in the Journal of Commerce. Online postings are available at www.myJobsite.ca . Speak to your Advertising Executive to receive print & online bundled package rates.		
Per Agate Line Rate 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	\$4.82	4.49	3.93			
ANNOUNCEMENT ADVERTISING	1x	3x	6x	Announcement advertising can be any size you need, contact your Advertising Executive to determine the ad size and frequency that suits your budget. Frequency: Announcement advertising appears Monday & Wednesday in the Journal of Commerce.		
Per Agate Line Rate	2.96	2.66	2.34			
TENDER ADVERTISING	1x	2x	3x	5x	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. Frequency: Tender Advertising appears Monday & Wednesday in the Journal of Commerce.	
Per Agate Line Rate	\$2.91	2.81	2.71	2.50		

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www.journalofcommerce.com

JOURNAL OF COMMERCE

Western Canada's Construction Newspaper

MECHANICAL SPECIFICATIONS

1. **KIND OF PRINTING: WEB OFFSET**
2. **PUBLICATION TRIM SIZE: 11-1/2" WIDE X 16" DEEP**
3. **PAPER STOCK: EB72**
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, graphic elements should be submitted in TIF, JPEG or EPS formats at a minimum resolution of 300 ppi. 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 (100% K). 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: joccanadacreative@reedbusiness.com
 - Production fees may apply.