

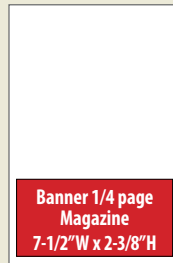
# THE LEADERS 2012 EDITION



## Advertising Opportunities

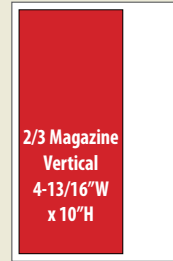
### Four Colour

Full Page Magazine  
2/3 Magazine Vertical  
1/2 Page Magazine Horizontal  
1/2 Page Magazine Vertical  
1/3 Page Magazine Square  
1/4 Page Magazine Standard  
Banner 1/4 page Magazine  
Highlighted Logo in free listing  
(Restrictions apply)



### Spot Colour

Full Page Magazine  
2/3 Magazine Vertical  
1/2 Page Magazine Horizontal  
1/2 Page Magazine Vertical  
1/3 Page Magazine Square  
1/4 Page Magazine Standard  
Banner 1/4 page Magazine



### Black and White

Full Page Magazine  
2/3 Magazine Vertical  
1/2 Page Magazine Horizontal  
1/2 Page Magazine Vertical  
1/3 Page Magazine Square  
1/4 Page Magazine Standard  
Banner 1/4 page Magazine

### Premium Advertising Rates

Inside Front Cover  
Inside Back Cover  
Back Cover  
Western Divider  
Eastern Divider – Inside Front

### Mechanical Requirements

Trim Size: 8-1/4" x 10-3/4"  
Bleed: 1/8" Beyond trim  
Safety Area: 8" x 10-1/2"  
Resolution: 300 DPI  
Cover Stock: 70lb Gloss  
Frequency: 150 LPI  
Body Stock: 70lb Silk

### To book your ad please contact:

Phone (Eastern Canada): 1-800-465-6475 Phone (Western Canada): 1-888-878-2121

Email: [salescanada@reedbusiness.com](mailto:salescanada@reedbusiness.com)