

# T H E C A N A D I A N SPORTSMAN

## 2009 CDN. RATE CARD

### About Us

The Canadian Sportsman is known as "The Voice of Harness Racing in Canada". Established in 1870, it is one of Canada's oldest publications and its' scope on the harness racing industry is truly world-wide.

Published 17 times a year, **The Sportsman** features special Holiday (December), Stallion (February) and Yearling (August) editions. The Sportsman is a recognized industry leader and our attractive format combined with our audited paid circulation ensures that your advertising message is delivered effectively to your target audience.

The Sportsman is produced and printed by Sportswood Printing, a subsidiary of The Canadian Sportsman Ltd.

### 2009 Publications

January 1
January 22
February 12 – STALLION Issue
March 5
March 26
April 16
May 14 – PRODUCT Issue
June 18
July 9
July 30
August 20
September 10
October 1
October 22
November 12
December 3 – HOLIDAY Issue
December 24

### Advertising Rates & Specifications

#### Subscriptions

1 year, print or digital .....	\$45.00
2 years, print or digital .....	\$80.00
1 year, print and digital .....	\$76.50
Single Issue .....	\$3.00

#### Black & White Space Charges

Rates quoted in Canadian Funds  
5% G.S.T. applicable G.S.T. #R121027155

#### Additional Colour Charges

\$260 - per additional standard colour  
\$625 - four colour process

#### Position Charges *(on space only)*

Back cover - 20%  
Inside covers - 15%  
Centre spread - 20%

#### Agency Commission

Commissions are for space only.

Agency rates subject only when files for ads are received complete. If it is necessary to prepare layouts, make type changes or corrections, agency rates may still apply but production charges will be deducted from the agency fee. Should production charges exceed agency commission, agency will be billed the difference.

Please call for additional details.

#### Advertising Deadlines

Available upon request.

#### Electronic Files

- Electronic Files accepted.  
High Res. PDF  
(300 dpi/CMYK/fonts embedded)
- **FTP Site:**  
Host: ftp.canadiansportsman.ca  
**User ID:**  
sportsmanclient@canadiansportsman.ca  
**Password:** magazine  
Place in IN BOX folder  
Please email production the file name and issue date:  
**production@sportswood.on.ca**

#### Ad Sizes/Prices

Mechanical requirements (inches)

SIZE	INCHES	RATES
<b>FULL PAGE</b>		<b>\$715</b>
Trim	9 1/2 x 13	
Bleed	1/8	
Critical Live Area	8 1/2 x 12	Image Area
Margin	1/2	All sides

#### HALF-PAGE \$475

2 col.	4 x 11.5
3 col.	6 x 7.5
4 col.	8 x 5.5

#### ONE-THIRD \$365

2 col.	4 x 7.5
3 col.	6 x 4.8
4 col.	8 x 3.9

#### ONE-QUARTER \$280

1 col.	2 x 11.5
2 col.	4 x 5.5
3 col.	6 x 3.6
4 col.	8 x 2.7

#### ONE-EIGHTH \$185

1 col.	2 x 5.5
2 col.	4 x 2.7
3 col.	6 x 1.5
4 col.	8 x 1.25

Rates effective: January 2, 2008

#### Source

A marketplace for goods and services in the harness racing industry, is a regular feature of The Canadian Sportsman. Rates are \$40.00 per column inch.

		<b>\$40/col. inch</b>
1 col.	2.6 x 1	\$40
2 col.	2.6 x 2	\$80
3 col.	2.6 x 3	\$120

**Gary Foerster** | Publisher gfoerster@canadiansportsman.ca  
**Kristy Dustin** | Advertising kdustin@canadiansportsman.ca  
**Dave Briggs** | Editor dbriggs@canadiansportsman.ca  
**E-Mail ads to** production@sportswood.on.ca

**Phone:** 519-866-5558 **Fax:** 519-866-5596  
**Address:** P.O. Box 129, 25 Old Plank Road,  
 Straffordville, Ontario, Canada N0J 1Y0  
**Web site:** www.canadiansportsman.ca