

# Downhome

## 2017 rate card\*



*Little Bay Islands, NL  
Submitted by Tonya Northcott, Ottawa, ON*

### full colour display

Size	1x	3x	6x	12x	24x
DPS	\$3359	\$3259	\$3159	\$3059	\$2859
1 page	2149	2049	1949	1849	1649
1/2 page	1349	1299	1249	1149	1049
1/4 page	725	695	675	650	595
1/8 page	360	350	340	330	310





### covers

IFC	2850	2750	2650	2450	2350
IBC	2650	2550	2450	2250	2150
OBC	3050	2950	2850	2650	2550
Gate Fold	4550	4450	4350	4250	4050

### other

Outsert\*\* 2300

### relative ad sizes

1/8 page 2 col x 1" 	1/4 page 2 col x 2" 	1/2 page (hor.) 2 col x 3.5" 	1/2 page (ver.) 1 col. x 7.375" 
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### contract and copy regulations

- If first insertion on contract is not used within two months from date of contract and if in the meantime a new rate schedule has been published, new rates will apply.
- All advertising copy subject to the approval of the Publisher.
- Advertiser and advertising agency assume liability for all content (including text, representation and illustrations) of advertisements printed and also assume responsibility for any claims arising against the Publisher.

\*All rates are net

\*\*Top sheet mailed to 23,000+ subscribers monthly

*Life is better*



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# mechanical requirements



*Codroy Valley, NV  
Submitted by Wayne Diamond, Cape Roy, NV*

Unit	Inches		Picas	
	Wide	Deep	Wide	Deep
1 page (image area)	4.437	7.375	26p7	44p3
1/2 page (ver.)	2.125	7.375	12p9	44p3
1/2 page (hor.)	4.437	3.5	26p7	21p
1/4 page	4.437	2	26p7	12p
1/8 page	4.437	1	26p7	6p
Outsert	5	5	30p	30p
<b>Full Page Image Area:</b>	4.437" wide x 7.375" deep			
<b>Full Page Trim Size:</b>	5.250" wide x 8.375" deep			
<b>Full Page Bleed Size:</b>	5.5" wide x 8.625" deep			
<b>Double Page Trim Size:</b>	10.5" wide x 8.375" deep			
* Note there is a 1" wide gutter in centre of Double Page Spread				
<b>Double Page Image Size:</b>	9.5" wide x 7.375" deep*			
<b>Double Page Bleed Size:</b>	10.75" wide x 8.625" deep			
<b>Binding:</b>	Perfect Bound			
<b>Printing:</b>	Web Heatset			
<b>Halftone Line:</b>	150			

## electronic files

- EPS (all text converted to paths), PDF (composite, optimized for press) or TIFF files. Resolution: 300 dpi. CMYK images only.
- QuarkXPress – include images and fonts. Convert text to outlines in applications such as Adobe Illustrator or CorelDraw.
- MS Word files are acceptable for text only. Graphics must accompany file separately.
- Publisher not responsible for reproduction of supplied advertisements.

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