

The Sports Nut

The following table shows our advertising rates for a few popular frequencies of impression. The column on the left is the size of the ad and the row on top is the number of impressions. If you would like an ad of a size not specified here it can most likely be arranged.

	1	3	6	9	12	
Full Page	\$500	\$476	\$454	\$432	\$411	
Two Thirds	\$370	\$353	\$336	\$320	\$305	
Half Page	\$307	\$293	\$279	\$266	\$253	
One Third	\$220	\$209	\$199	\$190	\$181	
One Quarter	\$170	\$162	\$154	\$147	\$140	
One Sixth	\$120	\$114	\$108	\$103	\$98	
One Twelfth	\$64	\$61	\$58	\$56	\$53	
Business Card	\$85	\$81	\$77	\$73	\$70	

Colour Rates

Black and 1 spot colour:	\$70
Black and 2 spot colour:	\$150
Full 4 colour process:	\$260

Special Positions

Back Cover:	30% Premium
Inside Back/Front, Page 3:	25% Premium
Other Positions:	20% Premium

General Conditions

Above rates are for insertion of ads that meet our printing system's requirements only. All prices are subject to 7% GST. We reserve the right to decline to advertise any product or service for any reason.

Ad Requirements

This magazine is produced digitally, so all ads need to be sent to us in a compatible format, ideally as an Adobe InDesign file. We can, at a bit of an extra cost, make pretty much any file compatible. Ads can also be supplied on paper (laser or photo-quality printout or as a pasteboard layout). Additional charges will apply to these. All ads should be supplied with a proof printout to ensure accuracy.

Audience And Submission Parameters

The audience for this publication is "sports nuts" between the ages of 30 and 58 (approximately 60-65% male). Typically these are people who follow professional sports, love the sports pages in the newspapers, and play one or two organized sports a week. They are concerned about their state of health as they age, and are interested in looking good and being in great athletic condition. They are looking for sports opportunities that they and their families can participate in, and information about what they can do to perform better in the sports that they enjoy.

Typically articles should be three-quarter to one page of Microsoft Word copy, or a series of articles each of this length. Within these articles you are welcome to promote yourself with contact information. We are open to whatever ideas you have about what you feel would be of interest to this audience.

Our submission deadline for articles and ads is the 15th of the month preceding publication, i.e. January 15th

Mail:
The Sports Nut
84 Bayswater Ave.
Ottawa, Ontario
K1Y 2E9

The Sports Nut
thesportsnut@sympatico.ca
www.thesportsnut.ca

Phone:
(613) 567-5781

Rate Card v.1.2
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