

FOUR COLOR*			
PAGE SIZE	1x Per Year	2x Per Year	4x Per Year
Outside Front Cover	Available Upon Request For Event Bonus Distribution		
Premium Positions	Available Upon Request		
Double Page Spread Multiple (2 or more spreads in same issue)	\$6,500	\$6,000	\$5,500
Double Page Spread	7,000	6,500	6,000
Outside Back Cover	4,550	4,280	3,980
Full Page Multiple (2 or more single pgs. in same issue)	3,480	3,210	2,940
Full Page	3,980	3,690	3,400
1/2 Horizontal / Vertical	2,410	2,215	2,040
1/3 Horizontal / Vertical	2,050	1,885	1,735
1/4 Page	1,685	1,585	1,490

* Special inks, metallic and fluorescent colors to be quoted separately.

TERMS & CONDITIONS

Content

All advertising material is due by the Material Deadline specified on the Advertising Order which is to be accepted in writing or electronically by Advertiser and is subject to the approval of Publisher. Publisher reserves the right to insert the word 'Advertisement' at the top of any ad, which, in Publisher's opinion, resembles editorial material. Advertiser assumes liability for all content (including text, representation and illustrations) of its advertisements and also assumes responsibility for any claims made against Publisher because of such content.

Advertising Agency

For the purposes of these terms and conditions, the word 'Advertiser' includes the Advertising Agency, if any, specified in the Advertising Order.

Cancellation

Advertiser shall have the right to cancel or make changes to any insertion, provided that Publisher is given notice in writing at least 5 business days before the Material Deadline of the respective issue, as specified in the Advertising Order. If Advertiser cancels one or more insertions, and such cancellation affects the rate basis on which the Advertiser is being charged, Advertiser is subject to retroactive billing at the insertion rate corresponding to the actual number of advertising insertions run, pursuant to the published rate card in effect at the time of first insertion. If the first insertion is not used within 60 days of an Advertising Order and if, in the meantime, a new rate card has been published, the new rates will apply. Every insertion included in an Advertising Order must appear in an issue of **Realscreen** within 14 months of the date of the Advertising Order or 12 months of the date of the first insertion published, whichever is earlier, failing which, such insertion shall be considered to have been cancelled by Advertiser.

Rates and production charges

Rates specified above apply exclusively to the regular business announcements of Advertiser. Advertisements submitted on behalf of other parties will be charged on a one-time rate basis. Production charges are not included in any quoted rates unless otherwise specified. Production charges, as estimated in each case by Publisher to Advertiser, shall be added to the insertion invoice or invoiced separately.

Cash Discount

Accounts are payable with delivery of advertising material or, subject to credit approval, within 30 days of invoice date at Publisher's office in Toronto. Two per cent (2%) cash discount on the net amount payable is allowed, provided payment is received at Publisher's office in Toronto within 15 days of invoice date. Accounts are payable in Canadian funds, unless other arrangements have been agreed upon in writing in advance between Advertiser and Publisher's credit department. Two per cent (2%) interest per month (24% per annum) is charged on overdue accounts. Advertiser is to be invoiced electronically without tearsheet.

Publisher's obligations

Publisher's obligations shall be deemed to be fulfilled upon mailing or other shipping of substantially all of the copies of the respective issue to be circulated in which the advertising content is contained. The number of copies to be circulated is as specified in the published circulation rate base of the publication in effect as of the date of the Advertising Order, unless otherwise specified therein. Publisher, without any liability whatsoever, shall have the right to cancel or make changes to the circulation rate base of any issue upon notice given to Advertiser at least 30 days prior to the Estimated Mailing Date then in effect. Any Estimated Mailing Date, if varying more than 14 days from an Estimated Mailing

Date indicated in the Advertising Order and any Material Deadline indicated in the Advertising Order is subject to change upon 30 days written notice to Advertiser. In the case of the cancellation or change to the circulation rate base of an issue for which an insertion has been included in an Advertising Order, or any change of 14 days or more in the Estimated Mailing Date of an issue, or the failure of Publisher for any cause to publish an insertion in an issue for which the advertising material was received prior to the Material Deadline and is in compliance with Publisher's policies with respect to published content not being in bad taste or illegal and protection against defamation, libel, and trademark and copyright infringement, Publisher's liability, if any, shall be limited to a maximum of Advertiser's mechanical cost of creating the advertising material or Advertiser's true damages, whichever is less, provided that Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of any issue because of strikes, work stoppages, accidents, fire, Acts of God, or any other circumstances not within the control of Publisher. Should any error or omission be made by Publisher which substantially detracts from the value of an advertisement, Publisher will publish a corrected make-good ad in the next available issue, provided that Publisher is given written notice of the error within 10 days after the error or omission has come to the attention of Advertiser, but no later than within 60 days of the date upon which the issue was mailed. Publisher is not responsible for the reproduction of color ads unless acceptable proofs, as specified in its current, published mechanical requirements, are supplied. In the case of conflict between any conditions appearing in an Advertising Order agreed upon between Advertiser and Publisher, and this rate card or any instructions supplied by Advertiser or its agents, the terms and conditions of the Advertising Order shall prevail. All repro proofs, negatives and other advertising material will be destroyed by the Publisher if return or forwarding at Advertiser's expense is not requested, in writing, within four months after last use.

PRODUCTION CHARGES

There will be a \$50 production charge for file preparation, pre-flight, trouble shooting and processing for the first insertion of all new ad material. Additional designer time for any ad size is \$50/hr. • Should pre-flighting exceed one hour, additional charges will apply. Publisher reserves the right to refuse any and all ad material that is not delivered to specifications.

Please ensure that your advertising designer is aware of and adheres to these specs.

Ad Sizes (w x h)	Live Area (Non Bleed)	Trim Area	Bleed Area
Outside Front Cover	Available Upon Request		
Double-Page Spread	<p style="text-align: center;">NOTE</p> <p>Please keep all essential text and logos 0.25" (6mm) away from trim.</p>	16-3/4" x 10-7/8" (425mm x 276mm)	17" x 11-1/8" (432mm x 283mm)
Full Page		8-3/8" x 10-7/8" (213mm x 276mm)	8-5/8" x 11-1/8" (219mm x 283mm)
1/2 Page assuming bottom of page		8-3/8" x 5-3/16" (213mm x 132mm)	8-5/8" x 5-5/16" (219mm x 135mm)
1/4 Page			Not Applicable
1/2 Page Vertical specify left or right		4-1/16" x 10-7/8" (103mm x 276mm)	4-3/16" x 11-1/8" (106mm x 283mm) Top, Bottom & ONE side only
1/3 Page Horizontal assuming bottom of page		8-3/8" x 3-11/16" (213mm x 94mm)	8-5/8" x 3-7/8" (219mm x 98mm) Bottom & sides only
1/3 Page Vertical specify left or right		2-15/16" x 10-7/8" (75mm x 276mm)	3-1/16" x 11-1/8" (78mm x 283mm) Top, Bottom & ONE side only

* There will be production charges for file preparation, pre-flight, trouble shooting and processing of all ad sizes.

\$50 US-CMYK (four color) ads • Additional designer time for any ad size is \$50/hr.

Should your preflighting exceed 1 hr you will be advised of additional charges.

We reserve the right to refuse any and all ad material that is not delivered to specifications.

**EASY
FILE UPLOAD**
see page
2

MECHANICAL REQUIREMENTS

Magazine format, coated paper, printed heatset web.

Screen Ruling: B & W, Spot or Four-color Process: 133 lines.

MATERIAL TO COMPENSATE FOR 20-25% DOT GAIN AT MID-TONE.

Screen Densities: (240% UCR; 75% GCR) Total percentage of tone values should not exceed 300% for four-color material. Only one solid color should be used in areas comprised of two or more colors. Maximum screened value of any one color should not exceed 80%, unless it becomes the solid color. A black screen of less than 10% may not be visible. For surprinting, use a screen of not more than 45% density for the background where type is surprinted; not less than 45% density where type is reversed. Small letters, serifs and thin lines should be restricted to one ink. Process black areas need only be comprised of 100% black plus 30% cyan.

Trapping: Since our ripping system automatically traps all files please remove all trapping from ad artwork (including support files). If you wish to manually trap your work ensure a minimum 2 point trap and please inform us that you would like us to use your specified trapping

Please include a size as black and white composite proof printed from your final file

IMPORTANT NOTE REGARDING PROOFS: Our digital proofing method is PLOTTER PROOFS. We will accept and use clients own color accurate proofs if required or we will produce a color accurate proof (charged to client) at client's request.

Please supply us with your working files (PreFlighted) in one of the following formats

- (1) Native Indesign files (include all artwork, EPS files, TIFF files, PICT files and all fonts)
- (2) PRINT OPTIMIZED PDF's (Please embed all fonts)
 - Black & White PDF's - all files embedded in PDF must be black & white
 - Color PDF's - must not contain RGB, LAB or Indexed colors
 - only CMYK

At your request, we can supply our print quality Acrobat Distiller job options to ensure the best quality pdf

* We cannot check detailed trapping in print-quality PDFs. Please ensure that all colors are trapped correctly prior to writing your PDF, paying extra attention to any files created in Adobe Illustrator.

Please ensure that your advertising designer is aware of and adheres to these specs.

- (3) Adobe Illustrator files (please outline all fonts and include or embed all EPS or TIFF images)
- (4) EPS or TIFF - not recommended for ads with small type (We will not be able to make any production changes to these formats)
Please ensure that all colors are defined as process (CMYK), unless a spot color is specified.
All color pictures should be converted to CMYK (no RGB), and should contain no JPEG encoding. Gray scale and color images should be scanned at a minimum line-screen of 266 dpi.

IMPORTANT NOTE:
COLOR MANAGEMENT MUST NOT BE USED IN GRAPHIC PROFILES
(i.e. please remove all Color Management when saving Photoshop files)

IMPORTANT NOTE REGARDING FONTS
Truetype and Multiple Master (MM) fonts are not supported by PDF. To save trouble try to avoid These types of fonts if at all possible. If a Truetype or MM font is necessary, please convert all text to outlines.

MEDIA REQUIREMENTS

We prefer that you send files digitally, but we can support Apple Macintosh compatible ZIP Disks, and CD-ROMs. To avoid transportation problems and to reduce file size please use the file compression program STUFFIT when possible.

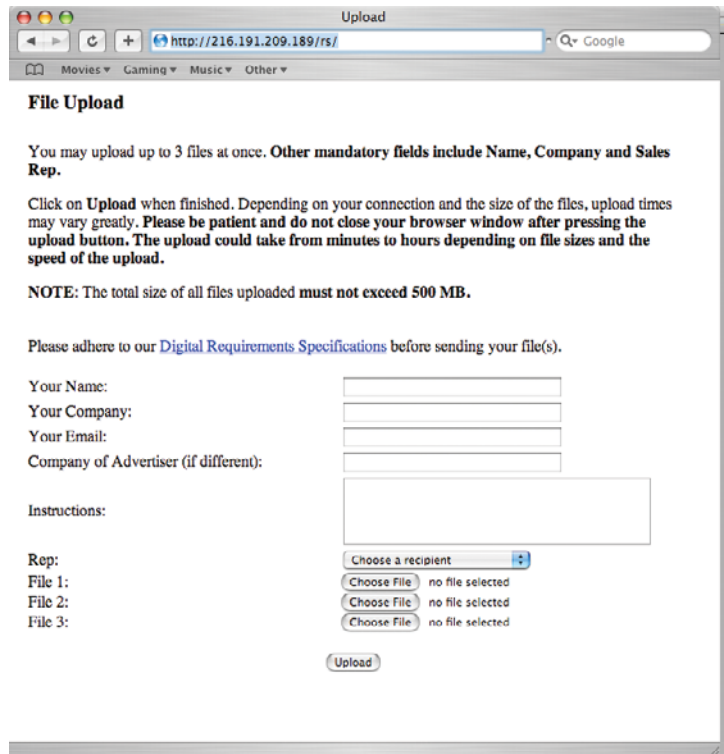
FILE NAMING CONVENTIONS

Certain characters cause problems when transmitting via FTP and when PDF files are ripped. Avoid the following: ! @ # \$ % ^ & ' () ? [] / \ " ' ; ~ ` Use only A-Z, a-z and numbers 0-9

Publisher does not accept responsibility for reproduction when materials supplied do not meet the above specifications. Publisher reserves the right to charge back to Advertiser or Agency costs of all work incurred for conversion of material supplied into these specifications.

FILE UPLOAD

Go to www.Realscreen.com/upload to upload files.



REALSCREEN

OUTSIDE FRONT COVER SPECS

Please ensure that your advertising designer is aware of and adheres to these specs.

MECHANICAL REQUIREMENTS

Magazine format, coated paper, printed heatset web.

Screen Ruling: B & W, Spot or Four-color Process: 133 lines.

MATERIAL TO COMPENSATE FOR 20-25% DOT GAIN AT MID-TONE.

Screen Densities: (240% UCR; 75% GCR) Total percentage of tone values should not exceed 300% for four-color material. Only one solid color should be used in areas comprised of two or more colors. Maximum screened value of any one color should not exceed 80%, unless it becomes the solid color. A black screen of less than 10% may not be visible. For surprinting, use a screen of not more than 45% density for the background where type is surprinted; not less than 45% density where type is reversed. Small letters, serifs and thin lines should be restricted to one ink. Process black areas need only be comprised of 100% black plus 30% cyan.

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Black & White PDF's - all files embedded in PDF must be black & white
Color PDF's - must not contain RGB, LAB or Indexed colors - only CMYK

At your request, we can supply our print quality Acrobat Distiller job options to ensure the best quality pdf

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*** There will be production charges for file preparation, pre-flight, trouble shooting and processing of all ad sizes.**

\$50 US-CMYK (four color) ads • \$25 US-B&W ads

• Additional designer time for any ad size is \$50/hr.

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HOW TO UPLOAD TO OUR FTP SITE

Go to www.Realscreen.com/upload to upload files.

The screenshot shows a web browser window titled "Upload" with the address bar containing "http://216.191.209.189/rs/". The page content includes a "File Upload" section with instructions: "You may upload up to 3 files at once. Other mandatory fields include Name, Company and Sales Rep." and "Click on Upload when finished. Depending on your connection and the size of the files, upload times may vary greatly. Please be patient and do not close your browser window after pressing the upload button. The upload could take from minutes to hours depending on file sizes and the speed of the upload." A note states: "NOTE: The total size of all files uploaded must not exceed 500 MB." Below this, it says "Please adhere to our Digital Requirements Specifications before sending your file(s)." The form fields are: "Your Name:", "Your Company:", "Your Email:", "Company of Advertiser (if different):", "Instructions:", "Rep:" (with a dropdown menu), "File 1:", "File 2:", and "File 3:" (each with a "Choose File" button and "no file selected" text). An "Upload" button is at the bottom right.

CONTACT: Carol Leighton 416.408.0863 cleighton@brunico.com

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Realscreen Cover (not to scale)

