

WINDSOR LIFE

M A G A Z I N E

Circulation - 85,452* homes & businesses

Rate Card 2010

Full Process Colour

SIZE	1X	4X	8X
Back Cover	\$4707.	\$4192.	\$3727.
Inside Covers	\$4142.	\$3689.	\$3280.
Full Page	\$3765.	\$3353.	\$2982.
2/3 Page	\$2909.	\$2583.	\$2303.
1/2 Page	\$2195.	\$1940.	\$1737.
1/3 Page	\$1670.	\$1543.	\$1326.
1/5 Page	\$1317.	\$1196.	\$1043.
1/6 Page	\$ 963.	\$ 849.	\$ 759.
1/10 Page	\$ 785.	\$ 696.	\$ 599.
1/12 Page	\$ 607.	\$ 544.	\$ 439.

Prices are per insertion, in Canadian funds and are subject to 5% GST.

Requested position premium of 10% will apply if position is available. If position is not available, the ad will be placed in run of schedule and position premium will not be charged. Customer will be informed prior to printing if position is not available. Coupons, donor card or any other tear-outs are not accepted.

ROBERT ROBINSON - PUBLISHER

318-5060 Tecumseh Road East, Windsor, Ontario N8T 1C1

phone 519-979-5433 fax 519-979-9237

www.windsorlife.com • publisher@windsorlife.com

DISPLAY ADVERTISING DIMENSIONS

- Full Page
8-1/8 x 10-7/8
- 2/3 vertical
4-11/16 x 9-7/8
- 1/2 modified
4-11/16 x 7-1/4
- 1/2 horizontal
7-1/8 x 4-13/16
- 1/3 square
4-11/16 x 4-13/16
- 1/5 horizontal
4-11/16 x 3-1/16
- 1/6 vertical
2-3/16 x 4-13/16
- 1/6 horizontal
4-11/16 x 2-5/16
- 1/10 vertical
2-4/16 x 3-1/16
- 1/12 square
2-3/16 x 2-5/16

MECHANICAL REQUIREMENTS

Trim Size: 8-1/8" x 10-7/8"

Full Bleed: 3/16"

All critical type or illustrative material should be 1/2" inside trim

Double trucks: do as single pages with crops

Halftone Screen: 133 Line

DIGITAL REQUIREMENTS

CD, DVD.

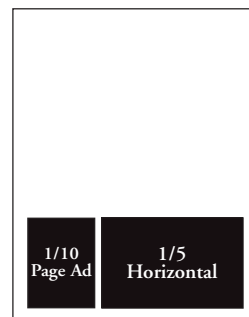
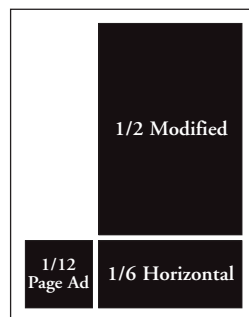
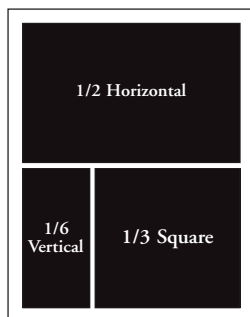
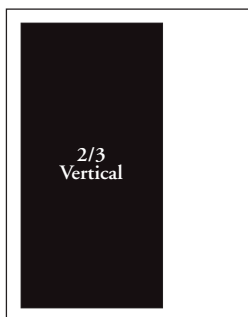
e-mail production@windsorlife.com

Quark Xpress 7.3,

Photoshop CS,

Illustrator CS.

Macintosh format



*Source CCAB Audit Report June 2008.