

## 2013 The Workshop Advertising Rates

	1–2 times	3–4 times	5–6 times
Single	\$650	\$625	\$590
Double	\$1,075	\$1,030	\$960
Triple	\$1,240	\$1,195	\$1,130
Quad	\$1,480	\$1,425	\$1,345

- Supplied ads are sent to Canadian Home Workshop in accordance with our material specifications as outlined on the back panel of the rate card.
- Minimum three-insertion advertisers receive a full-year subscription to *Canadian Home Workshop* magazine.

## 2013 Closing Dates

Issue	Space Closing	Material Closing	Mail Date
March	January 15	January 21	February 12
April/May	February 19	February 25	March 19
Summer	April 23	May 1	May 22
September	June 18	June 26	July 16
October	August 12	August 19	September 10
Winter	October 8	October 15	November 5

The Publisher will not guarantee optimum reproduction, nor accept responsibility for error, on any materials submitted later than the scheduled material closing date.

### Circulation

**CCAB Paid Circulation:** 85,500

**Readership:** 850,000

As Canada's premier do-it-yourself publication, *Canadian Home Workshop* provides the best national coverage of any woodworking or DIY magazine, period. With a circulation of 85,500, we reach 850,000 avid DIYers with every issue. The Workshop is a special display advertising section for direct-mail and smaller advertisers who want to reach the woodworking industry.

### Payment Policy for all Workshop Advertisers

First-time advertisers must pay the first insertion in full at time of booking to establish credit. Advertisers will be invoiced upon publication with terms of net 30 days, first-time advertisers excepted. Past due invoices are subject to a service charge of 1.5% per month.

### Pre-authorized Payment Discount Program:

Provide credit card pre-authorization (or post-dated cheques) for payment of each insertion of your contract at time of booking and receive a \$50 discount per insertion. Payment will be charged upon publication mail date of each insertion. (Exception: first insertion for first-time advertisers will be charged at time of booking). Consult your Account Manager for more details.

Frequency discounts are based on a contract period of 12 months commencing with the Advertiser's first insertion. Short-rating will apply if cancellations occur.

### Canadian Home Workshop

54 St. Patrick Street  
Toronto, Ontario M5T 1V1  
T 416-599-2000  
F 416-599-0800  
W [canadianhomeworkshop.com](http://canadianhomeworkshop.com)

## Standard Workshop Unit Sizes

Size	Dimensions
Single	2.25" wide × 2.25" deep
Double Vertical	2.25" wide × 4.625" deep
Double Horizontal	4.625" wide × 2.25" deep
Triple Vertical	2.25" wide × 7" deep
Triple Horizontal	7" wide × 2.25" deep
Quad Vertical	2.25" wide × 9.375" deep
Quad Square	4.625" wide × 4.625" deep

## Material Requirements

### AD FILE FORMATS:

**Layout Application Files:** Adobe InDesign, Quark Xpress 6, PDF, TIFF, EPS.

**Element Formats:** TIFF, EPS, JPEG (images/scans must be in CMYK colour space), Adobe PostScript

**TYPE 1** (all fonts must be supplied), EPS (Encapsulated PostScript)

**Types of Digital Proofs:** Ink jet/dye sublimation calibrated to SWOP standards

**Colour Calibration:** SWOP standards

**Desktop Instructions:** Build ad to Workshop unit size. Use stylized fonts and do not apply style attributes to basic fonts. All elements must be placed at 100% size. Avoid rotation and cropping of images in layout program. Include all fonts, images/scans, logos/artwork. Do not nest EPS files in other EPS files. All ads must be supplied with a minimum 0.25 pt keyline frame.

Pantone colours must be in CMYK mode. Font information should include manufacturer, font name, and version.

Four-colour solids or image data should not exceed SWOP density of 280%.

Supply "Collect for Output" or similar reports.

**Content and Position Proofs:** You must supply hard-copy proofs that represent, in colour, each supplied digital file.

Supply composite printouts plus separated printouts with colour clearly marked.

Proofs must be provided at 100% size.

**IMPORTANT NOTE:** ANY EXCEPTIONS TO THESE SPECS MUST BE APPROVED BY PUBLISHER PRIOR TO SENDING

Material conversions and customs-brokerage costs will be billed net as production charges.

### CUSTOM AD RATES (created by Canadian Home Workshop)

**Rate includes:** ONE design and electronic assembly of ad, plus TWO copy revisions prior to first insertion. Additional revisions will be billed at \$35 each. Advertisers must supply: photographic prints, original logo art, final typed copy, and any desired line art or illustrations.

Original logo art on photographic-quality paper is essential for good reproduction in the magazine. Unless appropriate original material is supplied, Canadian Home Workshop cannot be held responsible for print reproduction.

Colour transparencies and colour prints are acceptable for reproduction on our in-house scanner.

Canadian Home Workshop will not guarantee optimum reproduction, nor accept responsibility for error, if any materials are submitted later than the scheduled material-closing date.

### CHANGES TO EXISTING ADS

No changes can be made to supplied ads; the advertiser must re-supply the ad material.

Copy changes can be made to ads created by Canadian Home Workshop at a cost of \$35 per revision. Changes to an ad that requires scanning illustrations or photographs will be charged \$50.

## Guidelines for an Effective Ad

Generally, for a single-unit Workshop ad, a good setup consists of a headline of 4 to 8 words, a logo, one photo or illustration, and no more than 40 words of body copy including your company name and contact information. For double and triple units, we suggest you make a trial setup of your ad by drawing up an ad frame—refer to the Unit Size chart (below) for dimensions—and handwriting your information into it. If you can't make it fit, chances are neither can we.

**COPY** Too much copy is worse than too little. Readers are less inclined to read your ad if it looks complicated or if the type is too small. Remember, the purpose of your ad is to get consumers who have an interest in your product or service to call you. Our staff will gladly work with you to ensure that your message is getting across.

**LAYOUT** If you have ideas about how the finished ad should look, please send along suggestions and/or a sketch of your proposed layout. If not, we will design your ad for you and allow you to approve it before it is published.

**FINAL ASSEMBLY** Our art department cannot start producing an ad until all the ad components are in our offices and final copy and layout options have been decided.

### Additional changes mean additional charges:

Included in the Custom Advertising rates are ONE design and electronic assembly, plus TWO opportunities to alter type or copy. Requests for any additional changes to either copy or design will be billed additional production charges.