

Siafu

Montreal **News** and **culture** from the **bottom up**

Advertising Rates 2007

Size	1-Time	3-Time	6-Time
Back Cover Page 8.5" x 11" (2 color)	\$ 600	\$ 1620	\$ 3060
Inside Back Cover 8.5" x 11"	\$ 450	\$ 1215	\$ 2700
Inside Front Cover 8.5" x 11"	\$ 450	\$ 1215	\$ 2700
Double Page Spread 17" x 11"	\$ 728	\$ 1966	\$ 3713
Full Page 8.5" x 11"	\$ 400	\$ 945	\$ 1785
Half Page 8.5" x 4"	\$ 200	\$ 540	\$ 1020
Banner 8.5" x 2"	\$ 130	\$ 351	\$ 663
Business Card 4.25" x 2"	\$ 75	\$ 203	\$ 383

**Full color printing is optional for covers and full page advertisements. Add 35% on original price.*

Circulation:

5,000 copies distributed by Publicité Sauvage

Production Process:

Sheetfed-offset press at 150 lpi, saddle-stich binding method

Digital File Submissions:

Files must be supplied via internet at the following address info@katasoho.com or on a CD. The file should clearly identify the advertiser and contact information of the person responsible for the advertisement. FTP upload is also available.

Please call for details: 514-961-5238

Proper file construction is essential to avoid costly delays and revisions such as spot colours, low-res images, ads less than 300 dpi, ink density higher than 300%, etc.

For full color ads, artwork is to be supplied as CMYK. No RGB and no match colors. Ads must be sized to the sizes indicated, otherwise the artwork may be returned to the advertiser for revision. Bleed ads must include bleed allowance of 1/8" (.125) on all four sides.

No JPEG images are accepted due to lossy compression. TIFF or EPS images are preferred. Images must be a minimum of 300 dpi. If you submit a PDF, EPS or TIFF file, please ensure that ALL fonts are outlined.

Payment

All accounts are due upon receipt of invoice. Accounts 30 days overdue will be charged interest at 2% per month.

Please make cheques payable to: Siafu Magazine

For more info, please call Gracia 514-795-7688.