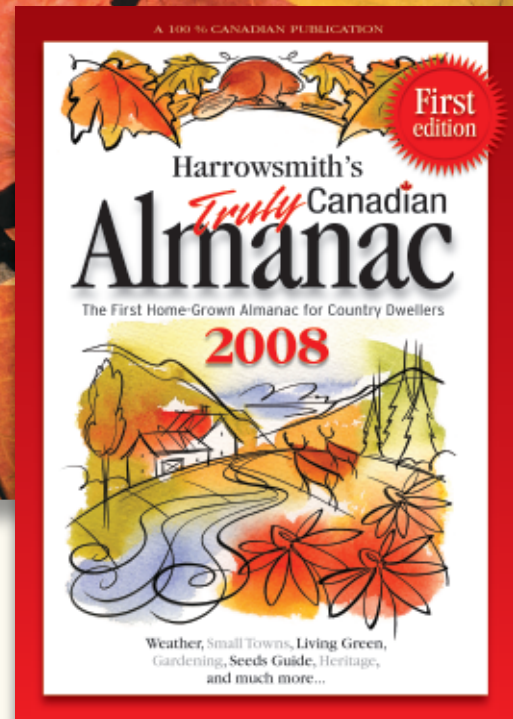


First
edition

Introducing
Harrowsmith's
Truly Canadian
Almanac

FINALLY A FARMER'S ALMANAC THAT IS
100% CANADIAN!



The TRULY CANADIAN ALMANAC features all the gardening, do-it-yourself, country cooking and eco-homes stories that you count on from HARROWSMITH, plus all the astronomy, astrology and weather forecasts you expect from a farmer's almanac.

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FOR CANADIAN COUNTRY
DWELLERS OUT THERE
TODAY.**

With one big difference:
This almanac is **100-percent Canadian.**

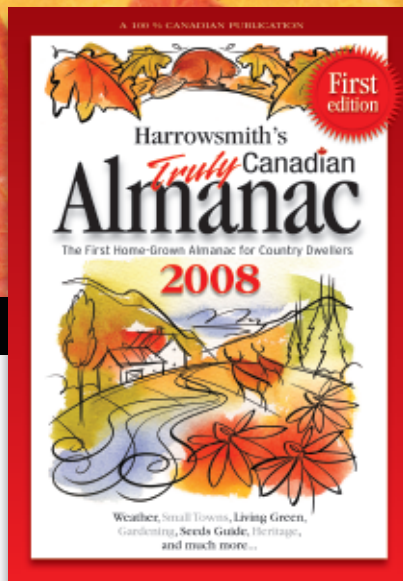
Don't be fooled  by all those American almanacs that say "Canadian edition" on the cover. Get the real deal.

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HARROWSMITH'S TRULY CANADIAN ALMANAC,
CREATED BY THE HARROWSMITH COUNTRY LIFE
MAGAZINE'S STAFF

100% Canadian



**First
edition**

MATERIAL SPECIFICATIONS

4-COLOUR

Printed: High-Speed Web Offset
Heat Set
Bound: Perfect
Halftone: 133-line screen

BLACK & WHITE SECTION

Printed: High-Speed Web Offset
Heat Set
Bound: Perfect
Halftone: 80-line screen

MACINTOSH PLATFORM ONLY

ELECTRONIC SUPPORT

CD ROM - DVD
FTP Site available Call for info

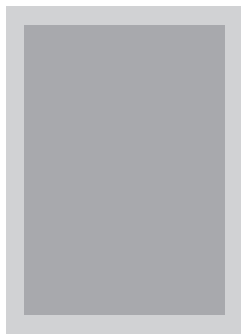
SOFTWARE ACCEPTED

Quark Xpress - Illustrator
Photoshop - Microsoft Word
High Resolution PDF

OTHER SPECIFICATIONS

Photos: minimum 300 DPI
Fonts and images
must be supplied.
For better quality follow up
colour proof required.

TRIM SIZE
5 1/8" X 7 1/2"
IMAGE SIZE
4-1/8" X 6 1/2"



ADVERTISING UNIT

ADVERTISING UNIT	TYPE SIZE
1 Page	4 1/8" X 6 1/2"
1/2 horizontal	4 1/8" X 3 1/8"
1/3 horizontal General Store only	4 1/8" X 2"
1/6 Square General Store only	1 15/16 X 2"

Trim Size 5 1/8" x 7 1/2"

CLOSING DATES

Space close :	July 20 th , 2007
Material close :	August 1 st , 2007

RATE CARD No. 1

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1/2 Page	\$2,995.
1/3 Page	\$1,995.
1/4 Page	\$1,495.

64 PAGE, four-colour section
upfront, featuring gardening,
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tours, how-to and
home-improvement projects.

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1/2 Page	\$2,340.
1/3 Page	\$1,550.
1/4 Page	\$1,170.

224 PAGE black-and-white
section, with our day-by-day
night sky calendar,
long-range weather forecasts,
rural humour, green living
and Canadian sports stories.

Special General Store Section

1/6 Page	4-colour	\$495.
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Size vertical

Size horizontal

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Harrowsmith Country Life