

COPY & CONTRACT REGULATIONS

Frequency discounts are based on a contract period of 6 consecutive issues commencing with the Advertiser's first insertion. Advertisers who fail to use the space contracted for will be short-rated.

Earned rates will apply, except when the use of smaller units lowers the total campaign cost below the amount that the larger units reached at their earned rate. Cancellations must be in writing and are not accepted after ad closing.

Inserts are non-cancellable, 60 days prior to close.

All advertising is published upon the understanding that the Advertiser and the Advertising Agency assume full and complete responsibility and liability for all advertising submitted, printed or published.

The acceptance or execution of an order is subject to the Publisher's approval.

The Publisher will not be bound by any conditions, printed or otherwise, appearing on contracts, orders or copy instructions that conflict with the Publisher's policies.

The Publisher will assume no responsibility for any error that may be caused as a result of bookings or advertising material received after published closing date.

The liability of the Publisher for any error for which it may be held legally responsible will not exceed the cost of the space.

The Publisher specifically assumes no liability for errors in the key numbers or type set by the Publisher.

All advertising insertion orders are accepted subject to the condition that the Publisher shall have no liability for failure to execute accepted advertising orders at any time, for any reason beyond the Publisher's control, which prevents the Publisher from partially or completely producing, publishing or distributing HARROWSMITH COUNTRY LIFE, with or without notice to the Advertiser or Agency.

MATERIAL SPECIFICATIONS

Printed: High-Speed Web Offset
Bound: Perfect
Halftone: 133-line screen
No. of columns: 3
Use measurements in the chart below for ad sizes.

MACINTOSH ENVIRONMENT ONLY

ELECTRONIC SUPPORT ACCEPTED:
CD ROM, DVD
FTP Site available call for info

SOFTWARE ACCEPTED:
Quark Xpress - Illustrator - In-Design cs2
Photoshop - Microsoft Word

OTHER SPECIFICATIONS:
Minimum resolution 300 DPI
PDF High Resolution file accepted
Fonts and images must be supplied.
Colour proof required.

ADVERTISING UNIT	TYPE SIZE	BLEED SIZE
1 Page	7-1/8" x 9-3/4"	8-1/2" x 11"
2/3 (2 columns) Vertical	4-11/16" x 9-3/4"	5-5/16" x 11"
Half-Page Jr	4-11/16" x 7-1/4"	5-5/16" x 7-7/8"
1/2 (horizontal)	7-1/8" x 4-7/8"	8-1/2" x 5-1/2"
1/3 (1 column) Vertical	2-1/4" x 9-3/4"	2-7/8" x 11"
1/3 (square)	4-11/16" x 4-13/16"	5-5/16" x 5-7/16"
Double 1/2-Page Spread	15-1/2" x 4-7/8"	16-3/4" x 5-1/2"
Double-Page Spread	15-1/2" x 9-3/4"	16-3/4" x 11"

Trim Size 8 1/4" x 10 3/4" Perfect Bound

Shipping Instructions

All contracts, material and insertion orders are to be sent to:

HARROWSMITH COUNTRY LIFE
213-3100 de la Concorde East., Laval, Quebec H7E 2B8

HarrowsmithCountryLife

TORONTO OFFICE

1100-120 Eglinton Ave. East,
Toronto, ON M4P 1E2
Tel: (416) 481-2657
Fax: (416) 481-4179
E-Mail: harrow@netaxis.ca

Yolanda Thornton
E-Mail: thornton@xplornet.com
tel: 905-472-4716
fax: 905-4727514

MONTREAL OFFICE

213-3100 de la Concorde East
Laval, QC H7E 2B8
Tel: (450) 665-0271
Fax: (450) 665-2974
Toll Free: 1-800-563-6738

E-Mail: adv-pub.media@videotron.ca

GENERAL STORE & CLASSIFIED

7415 McAllister Rd.
RR #2, Bewdley ON K0L 1E0
Tel: (905) 342-1021
Toll Free: 1-800-747-3659
Fax: (905) 342-9094

E-Mail: harrow@eagle.ca

HarrowsmithCountryLife

MORE THAN 34 YEARS OF GREAT COUNTRY READING

2010 Rates & Data

Harrowsmith Country Life

Canada’s Authority on Country Living for more than 30 Years

SIX TIMES A YEAR, HARROWSMITH COUNTRY LIFE treats readers to practical advice and timely information on all subjects related to the simple pleasures of home, garden and country style. From thoughts on organic gardening to practical landscaping tips, from fixing the front porch to cooking up a hearty supper, each issue has everything for anyone who lives in or longs for the country. Building the perfect home... growing the best perennials... jaunts to rural fairs and antique shops... crafts, fix-ups and other projects for do-it-yourselfers. After three decades, HARROWSMITH COUNTRY LIFE remains the only Canadian magazine of its kind.



GENERAL ADVERTISING RATES

Effective with the January/February 2010 issue

FOUR-COLOUR	1 TIME	3 TIMES	6 TIMES
1 Page	\$ 8,500	\$ 8,080	\$ 7,870
2/3 Page	6,800	6,465	6,295
Half-Page Jr.	6,375	6,060	5,900
1/2 Page	5,525	5,250	5,115
1/3 Page	4,250	4,040	3,935
Double 1/2-PageSpread	9,950	9,460	9,215
Double-Page Spread	16,150	15,350	14,950
COVERS	1 TIME	3 TIMES	6 TIMES
FOUR-COLOUR ONLY			
IFC or IBC	9,940	9,690	9,450
OBC	10,750	10,490	10,225

Technical Specifications

BLACK & ONE STANDARD COLOUR

BLEED No extra charge.

POSITION CHARGE Add 10% to gross rate (minimum size 1/3 page).

SPECIAL UNITS Information on availability and prices supplied on request.

ASK US ABOUT COST-EFFECTIVE INSERTS!

Blow-ins, tip-ons, and polybag opportunities are available.

COMMISSION & CASH DISCOUNTS

Agency commission is 15% of gross billing of space, colour and position charges. No agency discount is given on General Store or Classified ads.

Invoices are rendered on the publication date of each issue and are due within 30 days of date of invoice. Cash Discount: 2% of net, for payment within 10 days of date of invoice. A service fee of 2% per month (24% per annum) is charged on overdue accounts.

New advertisers must supply payment with order, pending credit approval.

General Store

General Store is a section of 2-1/8" by 2-5/16" ads for retailers and mail-order sales. Payment must be included with order. No agency discount is given on General Store ads.

Send all material with payment.

Call Darlene King for copy and art guidelines at 1-800-747-3659

On-Sale & Closing Dates

ISSUE	AD CLOSING	MATERIAL DUE	DISTRIBUTION
Jan./Feb.	November 13, 2009	November 25, 2009	December 29, 2009
Mar./April	January 15, 2010	January 27, 2010	March 9, 2010
May/June	March 12, 2010	March 24, 2010	May 4, 2010
July/Aug.	May 14, 2010	May 26, 2010	July 6, 2010
Sept./Oct.	July 16, 2010	July 28, 2010	September 7, 2010
Nov./Dec.	September 10, 2010	September 22, 2010	November 2, 2010

Classified

\$3.95 PER WORD;
\$85 MINIMUM PER INSERTION.

Deduct 10% for four or more consecutive issues. Payment must be included with all orders. No agency discount is given on classified ads.

All classified advertisers must agree to offer a money-back guarantee on their goods or services. Send typed or printed copy and payment.

Call Darlene King for copy and art guidelines at 1-800-747-3659

www.harrowsmithcountrylife.ca

SIZES	WIDTH	HEIGHT
1/12	2-1/8" x	2-5/16"
1/6 Vt	2-1/8" x	4-3/4"
1/6 Hz	4-7/16" x	2-5/16"
1/3 Vt	2-1/8" x	9-5/8"
1/3 Sq	4-7/16" x	4-3/4"

1 Time	\$595	1/12 Unit
3 Times	\$575	1/12 Unit
4 Times	\$510	1/12 Unit
6 Times	\$495	1/12 Unit

HARROWSMITH COUNTRY LIFE
IS PUBLISHED SIX TIMES
A YEAR BY
MALCOLM PUBLISHING INC.

