

The official publication of the Canadian Association of Movers and Canada's only moving magazine.



Canadian Association of Movers
Association canadienne des déménageurs

2018 ADVERTISING RATE CARD

Your company's ad will be viewed by a wide variety of our magazine readers within and outside of Canada. Our magazine is delivered to 1,400 readers and is also viewed online on CAM's website (www.mover.net).

A VARIETY OF AD SIZES AND PRICES TO MEET YOUR ADVERTISING NEEDS!

BLACK-AND-WHITE RATES (per insertion)			AD DIMENSIONS		
SIZE	1x	2x	SIZE	Width	Height
Full Page	\$1,599.50	\$1,439.00	Full Page Trim	8.375"	10.875"
2/3 Page	1,419.50	1,278.00	2/3 Hz	7"	6.25"
1/2 Page	1,039.50	935.00	2/3 Vt	4.625"	9.5"
1/3 Page	769.50	692.00	1/2 Hz	7"	4.625"
1/4 Page	569.50	512.00	1/2 Vt	3.375"	9.5"
1/6 Page	469.50	422.00	1/2 Island	4.625"	7"
Business card	399.50	359.00	1/3 Hz	7"	3"
INSIDE & BACK COVERS (per insertion)			1/3 Vt	2.125"	9.5"
Inside front or back cover	\$2,169.50	\$1,950.00	1/3 Sq	4.625"	4.625"
Outside back cover	2,409.50	2,170.00	1/4 Hz	7"	2.125"
COLOUR RATES *			1/4 Vt	3.375"	4.625"
(per insertion - in addition to black-and-white rates)			1/4 Island	4.625"	3.375"
Matched PMS colour	550.00	495.00	1/6 Hz	4.625"	2.125"
4-colour full page *	800.00	720.00	1/6 Vt	2.125"	4.625"
<i>* multiply by ad page fraction</i>			Business card	3.375"	2.125"
			(1/8 Hz)		

- ✓ CAM members receive a 10% discount off all prices. ✓ Provincial tax will be added to all prices.
- ✓ Business card ads may appear together on one or more pages.

CLOSING DATES

Issues are published on a Spring and Fall schedule.

- Spring 2018 April 6, 2018
- Fall 2018 August 17, 2018

FINE PRINT

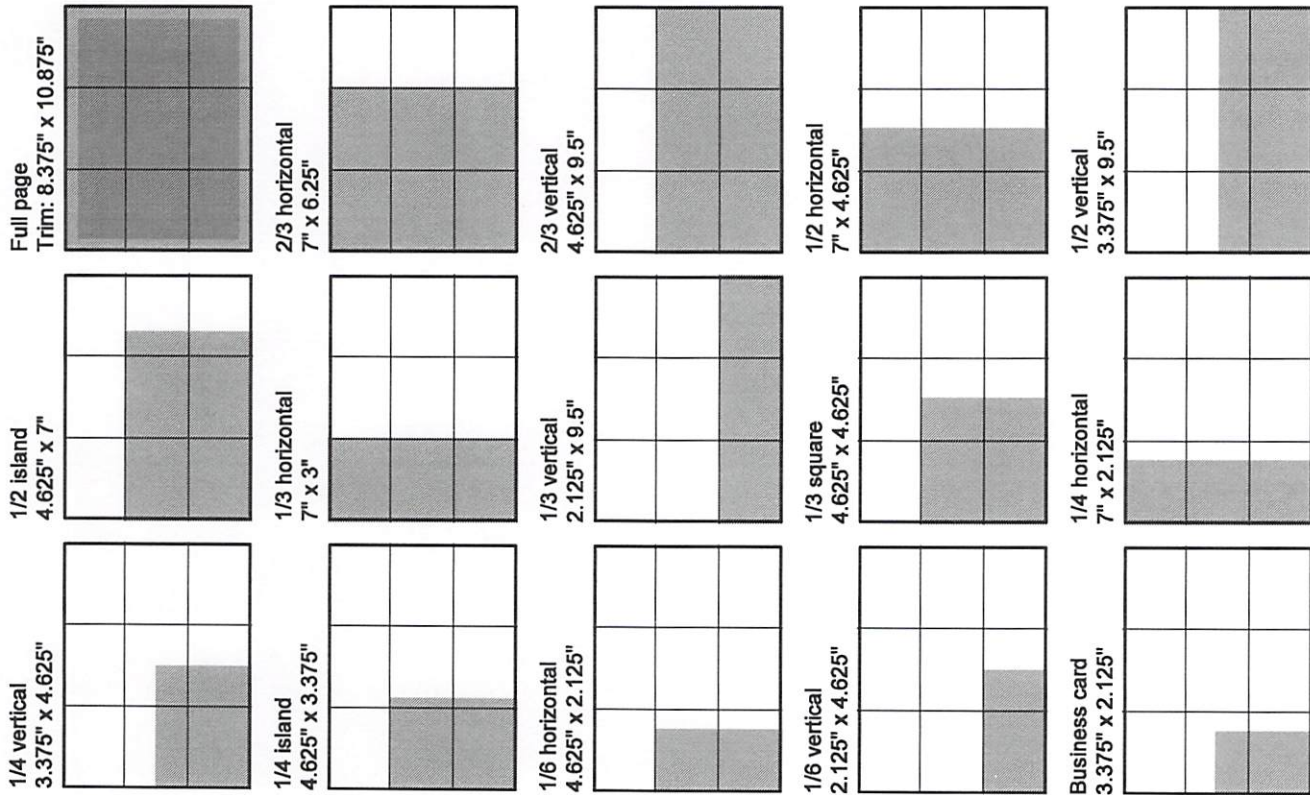
The advertiser indemnifies the Canadian Association of Movers (CAM), its employees & contractors against losses or liabilities arising from this advertising. The advertiser warrants that it has the right to use any logo or device belonging to a van line, association or other corporate entity, and holds CAM harmless from costs arising from those improper uses of said logo or device. CAM reserves the right to refuse any ad or its content. CAM assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next publication, if any proven or admitted errors or omissions have occurred. Payment is due prior to the advertising sales deadline. Revisions to previously submitted ad copy are subject to additional charges. In the event of a contract cancellation, the advertiser/or agency agrees to repay CAM any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication.

The information on this card was updated in November 2017. The prices have been in effect since May 2005.

CANADIAN ASSOCIATION OF MOVERS

PO Box 26004, RPO Churchill, Mississauga, ON Canada L5L 5W7
Tel: 905-848-6579 Toll free: 866-860-0065 Fax: 905-756-1115
Web: www.mover.net Email: admin@mover.net

Revised November 2017



MECHANICAL REQUIREMENTS

Page Size: 7" X 9½" Trim Size: 8³/₈" X 10⁷/₈"
Bleed Size: 8⁵/₈" X 11¹/₈" Halftone Screen: 133 lines to 150 lines

AD SUBMISSION

MAC and PC digital files only. Please refer to the price sheet that summarizes ad sizes to confirm required dimensions. Use advertiser's name and issue date in file name: e.g. ABC_moving_fall2017.pdf. Artwork must be submitted as a PDF file in PDF/X-1a:2001 format with all fonts embedded and crop marks for full-page bleeds. Ad files sent to CAM are used as they are received. Printed proofs are not required.

AD DELIVERY

Stuffed/zipped files of up to 5 mb can be emailed to production@mover.net. FTP for large files can be made by prearrangement with production@mover.net. CDs can be sent to the CAM office at the address below.

MAGAZINE PRODUCTION

The Canadian Mover is printed on high-quality coated paper stock, with four-colour capability, by the sheet-fed offset method. All material must arrive by the closing date for guaranteed inclusion in the issue. The Canadian Association of Movers accepts no responsibility for the reproduction of ads prepared by the advertiser.

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