

2012 ADVERTISING RATES & SPECIFICATIONS

4-COLOUR RATES

Ads		
Double Page Spread	\$5,240	\$3,035
½ Page Spread	3,930	2,435
Full Page	3,080	1,785
½ Page Island	2,620	1,520
½ Page Vert/Horz	2,310	1,430
⅓ Page Vert/Horz/Sq	1,850	895
¼ Page Vert/Horz/Sq	1,695	715

(allow 1/8" on all sides for trimming)

Covers

IFC, IBC	\$3,390	\$1,965
OBC	3,545	2,055

BLACK & WHITE RATES

Double Page Spread	\$3,590	\$1,510
½ Page Spread	2,120	1,600
Full Page	2,110	1,300
½ Page Island	1,650	980
½ Page Vert/Horz	1,370	890
⅓ Page Vert/Horz/Sq	950	625
¼ Page Vert/Horz/Sq	795	445

Marketplace Ads

	Colour	
MP ⅓	\$585	
MP ½	355	
	Black & White	
MP ⅓	\$430	
MP ½	295	

Volume advertising discounts available.

For 3-colour ads the 4-colour rate applies. For 2-colour rates please add an additional \$490 to the appropriate Black & White rate. The 2-colour rate applies to a combination of two of the following colours: Cyan, Magenta, Yellow or Black. All cover positions must be 4 colour.

Charges are for advertising space only. If applicable, taxes, bank fees (for wire transfers), production charges, or any other sundry cost incurred will be added to the advertising rate.

CONTRACT GUARANTEES: An ad contract in any 12-month period starts from and includes the issue in which an advertiser's first ad appears. When ad frequencies as set forth in a contract schedule are not completed, the advertiser/ agency will be re-billed at the actual frequency rate.

The publisher reserves the right to place the word "advertisement" with copy which, in our opinion, resembles editorial content. All advertising control position clauses are treated as requests. The publisher cannot guarantee fixed positioning.

Advertisers and/or agencies are responsible for all collection fees and/or legal fees should advertiser and/or agency default in payment of advertising bills. Advertiser will be held responsible for total due amount should agency default on a payment.

All advertisements are non-cancellable after the space closing date.

INSERTS/OUTSERTS: Provided by advertiser and subject to prior approval by the publisher.

PROTECTIVE CLAUSE: Kenilworth Media Inc. reserves the right to alter or reject any copy which it feels is not in keeping with publication standards. Advertisers and/or their agencies assume responsibility for any and all claims arising therefrom made against the publisher, and agree to hold the company harmless.

PAYMENT TERMS: Net 30 days from date of invoice. 2% per month finance charges on past due balances. Advertisements originating outside of the U.S. or Canada must be prepaid. Extension of credit is subject to the approval of the credit department. First-time advertisers will be required to provide credit information or prepayment due no later than the closing date of the issue.

Charges are for advertising space only. If applicable, taxes, bank fees (for wire transfers), production charges, or any other sundry cost incurred will be added to the advertising rate.

Kenilworth Media Inc. is a member of EQUIFAX Credit Services. All information about receivables is recorded in the international credit files.

MECHANICAL SPECIFICATIONS

Printing:	Web offset
Binding:	Perfect bound
Full Page Bleed:	8 ⅜" x 11"
Trim Size:	8 ⅛" x 10 ¾"
Live Image Area:	7" x 10"

For more information on ad sizes and mechanical specs, e-mail sales@poolspamarketing.com.

ADVERTISEMENT DIMENSIONS

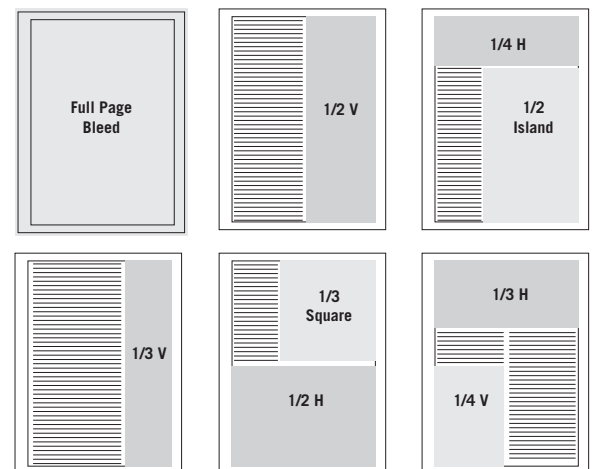
Ads	WIDTH	x	HEIGHT
½ Page Island	4 ⅝"	x	7 ½"
½ Page Horizontal	7"	x	4 ⅞"
½ Page Vertical	3 ⅜"	x	10"
⅓ Page Square	4 ⅝"	x	4 ⅞"
⅓ Page Horizontal	7"	x	3 ¼"
⅓ Page Vertical	2 ¼"	x	10"
¼ Page Horizontal	7"	x	2 ⅜"
¼ Page Vertical	3 ⅜"	x	4 ⅞"

Bleed Unit Sizes

Double Page Spread	16 ½"	x	11"
½ Page Spread	16 ½"	x	5 ½"
Full Page	8 ⅜"	x	11"

Marketplace Sizes

⅓ Page Horizontal	4 ⅝"	x	2 ⅜"
⅓ Page Vertical	2 ¼"	x	4 ⅞"
¼ Page Square	2 ¼"	x	2 ⅜"



POOL & SPA MARKETING INCLUDING **PISCINES & SPAS**

KENILWORTH MEDIA INC.

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Toll Free: 1-800-409-8688

E-mail: sales@poolspamarketing.com

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2012 Mechanical Specs

ADVERTISING SPECIFICATIONS

- Digital 4-colour process files only (CMYK*).
- PDF/X files preferred. Please note PDFs cannot be edited or altered.
- Maximum 23 characters in file name.
- Ad material will be stored for 12 months and then discarded unless otherwise advised in writing by the advertiser or agency.
- The publisher is not responsible for changes to advertising material resulting from incorrect file preparation. Charges, billed at an hourly rate, may apply to alterations made to client files due to errors in ad size, type, or file format.

SUPPORTED PLATFORMS

Macintosh

SUPPORTED APPLICATIONS

Adobe Distiller/Acrobat® 7.0

- Convert all PMS colours to CMYK* prior to creating a PDF. Save all PDF files as PDF/X.

Adobe InDesign® CS3

- Include all fonts and supporting graphics. Graphics should be placed at a minimum of 300 dpi at 100% of size for continuous tone and 1200 dpi for line-art. All placed graphics should be saved as TIF, EPS or PDF/X. Use "Package" whenever possible and provide a preflight report.

Adobe Illustrator® CS3

- Convert all PMS colours to CMYK*. Graphics should be placed at a minimum of 300 dpi at 100% of size for continuous tone and 1200 dpi for line-art. Do not embed images unless originals are supplied. Supply all fonts or convert all text to outlines. Overprinting white text or colouring with 0% of another colour will not print. Note: outlined text cannot be altered.

Adobe Photoshop® CS3

- Supply all fonts or rasterize all type. Save file as a single channel CMYK*, EPS or TIF with no JPG or LZW compression. DCS files are not accepted. Rasterized type cannot be altered.

QuarkXPress® 6.5

- Include all fonts and supporting graphics. Graphics should be placed at 100% at a minimum of 300 dpi for continuous tone and 1200 dpi for line-art. All placed graphics should be saved as TIF or EPS. Use "Collect for Output" whenever possible and provide a preflight report.

EPS/TIF

- EPS and TIF files from other applications will be accepted but must be a minimum of 300 dpi at 100% of size and have all fonts outlined. Do not compress these files.
- Images or logos downloaded or saved from the Web are not usable for print.

* Files in RGB colour space will not separate correctly. All RGB files will be converted to CMYK. The publisher is not responsible for shifts in colour due to the file conversion.

† For more information on SWOP standards, visit www.swop.org.

FONTS/TEXT

- OpenType and PostScript Type 1, 2 or 3 fonts will be accepted. Provide both screen and printer fonts. In QuarkXPress, only use fonts within a font family. Do not use font attributes such as Bold/Italic/Shadow/Outline etc. as they may not reproduce correctly through a PostScript printer. TrueType or Multiple Master fonts are not accepted.
- If a font is not submitted with your advertising material, an attempt will be made to match the font as closely as possible. This may result in text reflow.
- Black text should be created at 100% black to avoid registration problems. Registration cannot be guaranteed for 4-colour black type.

PROOFS

- All ad material must be accompanied by a hard copy proof, including ads submitted via the FTP site. Proofs must be provided at 100% of size.
- For B/W material, supply laser or inkjet proof.
- For colour material, supply SWOP-certified† proofs such as: Iris, Pictro, Fuji, Matchprint or Spectrum. The publisher is NOT responsible for colour shifts in files submitted without a SWOP-certified proof.

ACCEPTED MEDIA

CD-R, DVD-R

- Save files with ISO-9660 standard, readable by both Mac and PC Platforms. Label all media with the name of the publication, issue date, agency name, contact name, return address and phone number.

DELIVERY:

FTP: kenilworth.com

Please contact production@kenilworth.com for user name, password and to alert that files have been posted.

Mail: Deliver advertising material (charges prepaid) to:

Kenilworth Media Inc.
15 Wertheim Court, Suite 710
Richmond Hill, ON L4B 3H7 CANADA
Attn: Production Manager/Advertising Material

For materials shipped outside of Canada, label all material:

Duty free - advertising
Material for Reproduction in a Canadian magazine
(not applicable for U.S. publications)
No Commercial Value

- All customs and brokerage charges are the responsibility of the Advertiser or their Agency.

**For further assistance with file preparation
contact Production at (905) 771-7333 or (800) 409-8688
or email production@kenilworth.com.**