



Manitoba Pulse Growers Association

*Pulse Beat* is the official journal of and published by the Manitoba Pulse Growers Association Inc. — a producer organization funded by sales of pulse crops grown in the province of Manitoba.

Featuring the latest advancements in research, MPGA supported variety trials, market trends and other issues that matter to the industry, *Pulse Beat* is where Manitoba's special crops industry stays connected.

Published three times annually, in March, June and December, circulation has increased to 4,000 and continues to grow with the industry.

Do you have a message for Manitoba's pulse crop market? Spread the word in *Pulse Beat*.

## 2009/10 Publication Schedule

09/09

FALL 2009	WINTER 2009/10	SPRING/SUMMER 2010	FALL 2010
<i>Distribution</i> November 30	<i>Distribution</i> March 9	<i>Distribution</i> May 24	<i>Distribution</i> November 30
<i>Space Closing</i> October 16	<i>Space Closing</i> February 5	<i>Space Closing</i> April 23	<i>Space Closing</i> October 15

Artwork Deadline — One week after booking deadline

## 2009/10 RATE CARD

### RATES\*

	B&W	COLOUR
COVER – Outside Back		\$1,350.00
COVER – Inside		\$1,275.00
Double Page Spread		\$2,375.00
Full Page	\$ 725.00	\$1,150.00
2/3 Page Vertical	\$ 535.00	\$ 935.00
1/2 Page Island	\$ 435.00	\$ 750.00
1/2 Page Horizontal	\$ 375.00	\$ 625.00
1/3 Page	\$ 250.00	\$ 425.00
1/4 Page	\$ 185.00	\$ 325.00
1/6 Page Vertical	\$ 135.00	\$ 235.00

*Discount available for year-long contracts.*

Insert/outsert rates available upon request.

### GENERAL POLICY

Published advertising rates are net rates & subject to change without notice. Commitments that indicate insertion dates will be honoured to completion.

\*Rates quoted are for space only. An additional charge will be applicable if supplied material requires alteration.

\*Production costs incurred for publication-set ads will be charged to advertiser. An estimate will be provided for approval prior to commencement of work.

Advertising is non-cancellable after closing date with the exception of covers that are non-cancellable.

### AD SIZES & SPECIFICATIONS

	WIDTH (inches)		DEPTH (inches)
Full Page – <i>Image Area</i>	7 1/4	x	9 3/4
Trim Size	8 1/4	x	10 3/4
Bleed Size	8 1/2	x	11
Double Page Spread	15 1/2	x	9 3/4
2/3 Page Vertical	4 3/4	x	9 3/4
1/2 Page Island	4 3/4	x	7 1/2
1/2 Page Horizontal	7 1/4	x	4 5/8
1/3 Page Square	4 3/4	x	4 5/8
1/3 Page Vertical	2 1/4	x	9 3/4
1/4 Page Vertical	3 1/2	x	4 5/8
1/4 Page Horizontal	7 1/4	x	2 1/4
1/6 Page Vertical	2 1/4	x	4 5/8

### DIGITAL ART REQUIREMENTS

Please provide press-quality PDF files with all images as well as spot colours converted to CMYK, image resolution set to 300 dpi and type changed to outlines.

**Software – Macintosh Platform** – Adobe InDesign CS3  
Ads created in Microsoft Word format cannot be accepted.

If alternate file format must be supplied please contact account representative to ensure compatibility.

*The publisher will assume no liability for files not built to publication specifications.*

*For further information contact*

Imprint Media Services – Shannon Beddome-Lorenz

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