

No Price Increase For 2012

<u>Ad Sizes 4 Colour</u>	<u>By 1</u>	<u>By 3</u>	<u>By 4</u>
Double Page Spread	\$3019.32	\$2628.91	\$2428.91
+ HST	\$392.51	\$341.75	\$315.75
Total	\$3411.83	\$2970.66	\$2744.66
Full Page	\$2012.52	\$1752.03	\$1552.03
+HST	\$261.63	\$227.76	\$201.76
Total	\$2274.15	\$1979.79	\$1753.79
½ Page horizontal, Island vertical	\$1012.09	\$876.30	\$776.30
+ HST	\$131.57	\$113.91	\$100.91
Total	\$1143.66	\$990.21	\$877.21
<u>Ad Sizes 2 Colour/BW</u>	<u>By 1</u>	<u>By 3</u>	<u>By 4</u>
Double Page Spread	\$2113.52	\$1840.23	\$1700.23
+ HST	\$274.17	\$239.22	\$221.02
Total	\$2387.67	\$2079.45	\$1921.25
Full Page	\$1408.40	\$1226.42	\$1086.40
+HST	\$183.09	\$159.43	\$141.23
Total	\$1591.49	\$1385.85	\$1227.63
½ Page horizontal, Island vertical	\$599.41	\$519.84	\$619.84
+ HST	\$77.92	\$67.57	\$80.57
Total	\$677.33	\$587.41	\$700.41

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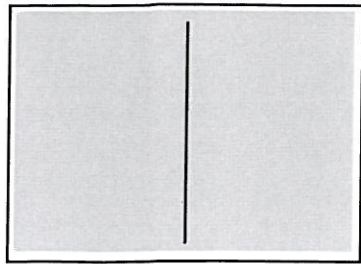
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Annual Conference Program Ad Space	
Full Page	\$515.00 + HST (\$66.95) = \$581.95
½ Page	\$360.00 + HST (\$46.80) = \$406.80

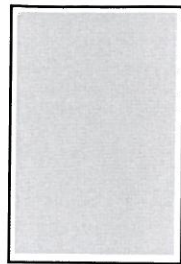
For 2012, Casanotes advertising rates will remain the same again, understanding the nature of the economy we are currently experiencing, we are endeavouring to reduce operating expenses wherever possible to maintain our prices to our valued advertisers. Casanotes enjoys an industry specific distribution to seventy per cent of the Canadian fire sprinkler industry.

Members Only Prices Listed. Non-members Add 20% to the Base Price

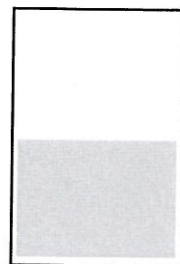
Mechanical Requirements



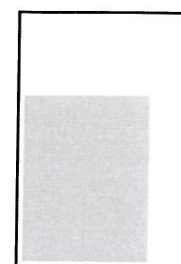
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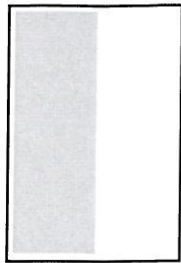
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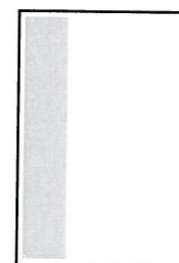
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	Size	Trim Size (W x H)	Live Area (W x H)	Allow for 3/16" bleed beyond the trim of each page
A	2 page spread	17" x 11"	16" x 10"	
B	full page	8½" x 11"	7½" x 10"	

	Size	Width	Height	
C	½ page horizontal	7½"	5"	
D	½ page island	5"	7½"	
E	½ page vertical	3¾"	10"	
F	⅓ page square	4⅞"	6⅞"	
G	⅓ page vertical	2½"	10"	
H	¼ page square	3¾"	4¾"	
I	¼ page vertical	1⅞"	10"	

Publication Trim Size

8½" x 11"

Image Area

7½" x 10"

Bleed

Allow 3/16" bleed beyond the trim of each page

Required Material

Digital files can be sent on disk/CD or e-mailed. Any output difficulties from digital files may be charged as extra. A printed copy of the file(s) or suitable proof is required for accurate reproduction. Competitively priced proofs can be provided at your expense.

Preferred Ad File Formats (*in order of preference*)

Quark, Illustrator, Photoshop, InDesign, Acrobat, PDF

Total Density

150 line screen or less

Binding

Saddle Stitch

Issue Closing Dates

Materials Due	Issue Date
January 9, 2012	February 2012
<i>April 2012</i>	<i>Annual Conference Program</i>
April 2, 2012	May 2012
July 2, 2012	August 2012
October 1, 2012	November 2012

Annual Conference Program

- ◆ 24 page, full colour, 4" x 8.5" program
- ◆ Existing ads may be used in the program
- ◆ Circulated to ALL contractor member companies prior to Conference & used during Conference

E-mail and Mailing Instructions

- ◆ Ads can be e-mailed directly to our designer at casanotes@mphgraphics.com and copied to ncaplice@casa-fs.org.

Mailing address: Nadina Caplice, Casanotes Editor
Canadian Automatic Sprinkler Association
335 Renfrew Drive, Suite 302
Markham, ON L3R 9S9

- ◆ Insertion orders & contracts can be faxed to (905) 477-3611.

Announcements

New product announcements, corporate announcements, etc. can be e-mailed to ncaplicea@casa-fs.org. All photos (digital copies) to accompany announcement must be mailed or e-mailed to the above address with a copy of the announcement.

Reserving Ad Space

- ◆ Ad space is available on a first-come, first-serve basis.
- ◆ Requests for specific page placement of advertisements can be guaranteed.

Payment

Payment must accompany artwork to guarantee insertion

US/Canadian Exchange Rate

C.A.S.A.'s US/Canadian exchange rate is reflective of *daily* market fluctuations. Please pay in Canadian Funds or contact C.A.S.A. for the current exchange rate used by the accounting department.

Agency Commission

The prices for advertisements in *CASA Notes* **DO NOT** allow for agency commission.

Second Colour

The second colour of the magazine is red. All 2 colour advertisements will appear with this colour.

First-time Advertisers

C.A.S.A. would like to offer all first-time advertisers in *CASAnotes* a **15%** discount!

- ✓ **15%** off your first advertisement of 2012 at the 1x rate **OR**
- ✓ **15%** off your first of three-or-more advertisements in 2012 at the 3x-or-more rate.

Member/non-member rates apply. For more details, please contact Nadina Caplice at the C.A.S.A. office at (905) 477-2270.

Inserts

Black and white page rate applies

CASA *notes*

- 2012 ADVERTISING CONTRACT -

ADVERTISING COMPANY

CONTACT: _____

COMPANY: _____

ADDRESS: _____

CITY: _____ PROV./STATE: _____

POSTAL CODE/ZIP: _____ TEL: _____

FAX: _____ E-MAIL: _____

AGENCY INFORMATION (if applicable)

CONTACT: _____

COMPANY: _____

ADDRESS: _____

CITY: _____ PROV./STATE: _____

POSTAL CODE/ZIP: _____ TEL: _____

FAX: _____ E-MAIL: _____

The undersigned agrees to place (*please circle*): ONE TWO THREE FOUR
ad(s) in Casanotes.

Desired issue(s): _____ February
_____ May
_____ August
_____ November
_____ 2012 Annual Conference Program

Nadina Caplice, Casanotes Editor
Canadian Automatic Sprinkler Association
335 Renfrew Drive, Suite 302
Markham, Ontario L3R 9S9
Tel: (905) 477-2270 Fax: (905) 477-3611
ncaplice@casa-fs.org
www.casa-firesprinkler.org

Signature

Date