

FOUR COLOR or SPOT COLOR*

PAGE SIZE	1x	3x	6x	12x
DPS	\$10,210	\$9,755	\$8,850	\$8,510
Full Page Multiple	5,110	4,880 If more than one full page in same issue	4,425	4,260
Full Page	5,675	5,360	4,940	4,740
1/2 Horizontal	3,405	3,280	3,010	2,970
1/2 Vertical	3,405	3,280	3,010	2,970
1/3 Horizontal	2,680	2,540	2,380	2,290
1/3 Vertical	2,680	2,540	2,380	2,290
1/4 Horizontal	2,110	2,030	1,930	1,860

* Rates are quoted in gross dollars. Special inks, metallic and fluorescent colors to be quoted separately.

TERMS & CONDITIONS

Content

All advertising material is due by the Material Deadline specified on the Advertising Order which is to be accepted in writing or electronically by Advertiser and is subject to the approval of Publisher. Publisher reserves the right to insert the word "Advertisement" at the top of any ad, which, in Publisher's opinion, resembles editorial material. Advertiser assumes liability for all content (including text, representation and illustrations) of its advertisements and also assumes responsibility for any claims made against Publisher because of such content.

Advertising Agency

For the purposes of these terms and conditions, the word "Advertiser" includes the Advertising Agency, if any, specified in the Advertising Order.

Premium Placement

Please note a 15% surcharge will be levied on premium placement for the Inside Front Cover and Outside Back Cover.

Cancellation

Advertiser shall have the right to cancel or make changes to any insertion, provided that Publisher is given notice in writing at least 5 business days before the Material Deadline of the respective issue, as specified in the Advertising Order. If Advertiser cancels one or more insertions, and such cancellation affects the rate basis on which the Advertiser is being charged, Advertiser is subject to retroactive billing at the insertion rate corresponding to the actual number of advertising insertions run, pursuant to the published rate card in effect at the time of first insertion. If the first insertion is not used within 60 days of receipt of the date of this Print Advertising Order and if, in the meantime, a new rate card has been published, the new rates will apply. Every insertion included in an Advertising Order must appear in an issue of STRATEGY within 14 months of the date of the Advertising Order or 12 months of the date of the first insertion published, whichever is earlier, failing which, such insertion shall be considered to have been cancelled by Advertiser.

Rates and production charges

Rates specified above apply exclusively to the regular business announcements of Advertiser. Advertisements submitted on behalf of other parties will be charged on a one-time rate basis. Production charges are included in any quoted rates unless otherwise specified. Production charges, as estimated in each case by Publisher to Advertiser, shall be added to the insertion invoice or invoiced separately.

Cash Discount

Accounts are payable with delivery of advertising material or, subject to credit approval, within 30 days of invoice date at Publisher's office in Toronto. Two per cent (2%) cash discount on the net amount payable is allowed, provided payment is received at Publisher's office in Toronto within 15 days of invoice date. Accounts are payable in Canadian funds, unless other arrangements have been agreed upon in writing in advance between Advertiser and Publisher's credit department. Two per cent (2%) interest per month (24% per annum) is charged on overdue accounts. Advertiser is to be invoiced electronically without tearsheet.

Publisher's obligations

Publisher's obligations shall be deemed to be fulfilled upon mailing or other shipping of substantially all of the copies of the respective issue to be circulated in which the advertising content is contained. The number of copies to be circulated is as specified in the published circulation rate base of the publication in effect as of the date of the Advertising Order, unless otherwise specified therein. Publisher, without any liability whatsoever, shall have the right to cancel or make changes to the circulation rate base of any issue upon notice given to Advertiser at least 30 days prior to the Estimated Mailing Date then in effect. Any Estimated Mailing Date, if varying more than 14 days from an Estimated Mailing Date indicated in the Advertising

Order and any Material Deadline indicated in the Advertising Order is subject to change upon 30 days written notice to Advertiser. In the case of the cancellation or change to the circulation rate base of an issue for which an insertion has been included in an Advertising Order, or any change of 14 days or more in the Estimated Mailing Date of an issue, or the failure of Publisher for any cause to publish an insertion in an issue for which the advertising material was received prior to the Material Deadline and is in compliance with Publisher's policies with respect to published content not being in bad taste or illegal and protection against defamation, libel, and trademark and copyright infringement, Publisher's liability, if any, shall be limited to a maximum of Advertiser's mechanical cost of creating the advertising material or Advertiser's true damages, whichever is less, provided that Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of any issue because of strikes, work stoppages, accidents, fire, Acts of God, or any other circumstances not within the control of Publisher. Should any error or omission be made by Publisher which substantially detracts from the value of an advertisement, Publisher will publish a corrected make-good ad in the next available issue, provided that Publisher is given written notice of the error within 10 days after the error or omission has come to the attention of Advertiser, but no later than within 60 days of the date upon which the issue was mailed. Publisher is not responsible for the reproduction of color ads unless acceptable proofs, as specified in its current, published mechanical requirements, are supplied. In the case of conflict between any conditions appearing in an Advertising Order agreed upon between Advertiser and Publisher, and this rate card or any instructions supplied by Advertiser or its agents, the terms and conditions of the Advertising Order shall prevail. All repro proofs, negatives and other advertising material will be destroyed by the Publisher if return or forwarding at Advertiser's expense is not requested, in writing, within four months after last use.

PRODUCTION CHARGES

Production charges for file preparation, pre-flight, trouble shooting and processing for the first insertion of all new ad material, are included in rates.

Additional designer time for any ad size is \$50/hr.

Should pre-flighting exceed one hour, additional charges will apply.

Publisher reserves the right to refuse any and all ad material that is not delivered to specifications.

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