

AD SIZES		1X	3X	6X	12X
Outside Back Cover	4c	\$7,695	\$7,215	\$6,595	\$6,195
Inside Front Cover, Inside Back Cover	4c	\$6,445	\$5,965	\$5,345	\$4,945
Three Pages (in same issue)	4c	\$11,695	\$10,605	\$9,215	\$8,315
Double Page Spread	4c	\$8,825	\$8,015	\$6,950	\$6,295
Full Page	4c	\$5,195	\$4,715	\$4,095	\$3,695
2/3 Page	4c	\$4,155	\$3,775	\$3,275	\$2,955
1/2 Page	4c	\$3,375	\$3,065	\$2,665	\$2,395
1/3 Page	4c	\$2,950	\$2,675	\$2,325	\$2,095
1/4 Page	4c	\$2,405	\$2,095	\$1,840	\$1,625
Company Profile Listing	4c	\$1,805	\$1,570	\$1,380	\$1,225
Who's Repping Who (3x rate applies to 2x)	4c	\$1,350	\$995		
Strip Ad (exclusive on page, guaranteed position)	4c	\$2,295	\$1,995	\$1,695	\$1,495

➔ There is a one-time \$50 production charge for the pre-press checking of digital files for any new material supplied. This charge does not apply to repeat insertions of the same ad material. Additional designer time, \$50/hour. Color proof is \$60 upon client request.

All rates are based upon use of process, rather than spot color.
 No discount for black & white. Extra charges apply if special inks are required.

ALL INFORMATION SUBJECT TO CHANGE WITHOUT NOTICE. EFFECTIVE JANUARY 2008.

THE CREATIVE EDGE IN COMMERCIAL PRODUCTION

TERMS AND CONDITIONS:

Agreement

Advertiser, as described herein, agrees to place, and Brunico Communications Ltd. ("Publisher") agrees to publish, advertising insertions in the issues of the magazine, Boards, as specified in this Print Advertising Order on the terms and conditions contained and specified herein.

Content

All advertising material is due by the Material Deadline specified herein or varied hereunder 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.

Cancellation

Advertiser shall have the right to cancel or make changes to any insertion specified herein, provided that Publisher is given notice in writing at least 10 business days before the Material Deadline of the respective issue, as specified herein or varied hereunder. 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 herein, must appear in an issue of Boards within 14 months of the date of this Print Advertising Order or 12 months of the date of the first insertion published hereunder, whichever is earlier, failing which, such insertion shall be considered to have been cancelled by Advertiser.

Rates and production charges

Rates specified in this Print Advertising Order 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 not 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.

Agency Commission

15% on gross billing, to recognized agencies only, on space, inserts, color and position.

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 United States 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.

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 this Print Advertising Order, unless otherwise specified herein. 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 herein or varied hereunder, and any Material Deadline indicated herein or varied hereunder, 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 herein, 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 that has been included herein and 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 pro-

tection 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 the mechanical requirements section of Publisher's current rate card, are supplied. This Print Advertising Order constitutes the entire agreement between Advertiser and Publisher and the parties acknowledge that there are no other representations, warranties or conditions (express or implied, statutory or otherwise) other than those contained herein. In the case of conflict between any conditions appearing in this Print Advertising Order and any rate card of Publisher or any instructions supplied by Advertiser or its agents, the terms and conditions of this Print 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.

Pre-printed inserts

In the case of any insertion that consists of advertising material that has been preprinted and is to be supplied to Publisher for insertion in, or outserting with, an issue, all specifications noted herein with respect to the maximum dimensions, paper weight and number of pages, method and placement of insertion, estimated number of, and specification of which copies into which, the pre-printed material is to be inserted, minimum number of copies of the pre-printed material that is to be supplied to Publisher, delivery location and deadline, and disposal of unused copies of the pre-printed material shall be considered terms and conditions of this Print Advertising Order.

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