

Currents

Editorial Line-up 2012

March 2012

Shale Gas Exploration and
Development in New Brunswick

June 2012

Exporting to Emerging Economies

September 2012

Developing our Health and
Life Sciences Knowledge Cluster

December 2012

Workforce Development

Advertising Ratecard

Currents reaches your target market:

Circulation

Currents is published 4 times a year. Each issue has a print run of 5,000. Of the 5,000 copies printed, 1,200 are distributed directly to Board of Trade members. Additional copies are delivered to all businesses recognized as business addresses by Canada Post.

Frequency Discount

Reserve an ad in all 4 issues and receive a 10% discount.

Non-members Ad Fees

Advertisers not holding a current membership in the Saint John Board of Trade are subject to an additional 20% charge.

Ad Production

Advertisers are free to use their own advertising agencies or Morrison Marketing can provide advertising design and writing services for an additional fee.

Insert Rates

Please ensure that finished inserts are delivered to the Board of Trade at least one week prior to the publication date.

Quantity - 1,200 \$500.00

Quantity - 5,000 \$750.00

For Advertising Information, contact:

Carole Cunningham, Events & Office Coordinator

Tel: (506) 634-4153 Fax: (506) 632-2008

Email: ccunningham@sjboardoftrade.com

Saint John Board of Trade,
40 King Street, P.O. Box 6037
Saint John, New Brunswick,
Canada, E2L 4R5



Saint John
Board of Trade

Making It Happen For Business

Visit us online at:
www.sjboardoftrade.com

Technical Requirements

All supplied ads should be designed at exact size (see chart at right for dimensions). Please refer to the following guidelines for digitally supplied ads:

- Preferred file format: High Resolution PDF, Photoshop Tiff, Illustrator CS, FreeHand MX, QuarkXPress 6.
NOTE: Ads submitted in Microsoft Word or word-processing programs are not acceptable.
- Please either convert fonts to outlines or include all screen and printer fonts with ad files. Please do not use TrueType fonts.
- When sending live ads, please ensure that all support files are included (TIFF/EPS). Please do not embed images.
- All colours must be CMYK.
- Raster files must be 300 dpi at 100% printed size.

Contact Information

- Please send all materials and direct any technical spec questions to:

Morrison Marketing
Brunswick Square, Level III, Unit C4
39 King Street
Saint John, NB E2L 4W3
Tel: (506)648-1090
Fax: (506)648-0190
Email: carolyn.mormar@nb.aibn.com

Attn: Carolyn Upton
Creative Director

Advertising Rates - Black & White

Ad sizes	Dimensions	Cost
Full page (with bleed)	9"wide x 11.5"deep	\$1,180
Full page (no bleed)	7.25"wide x 9.75"deep	\$1,180
1/2 page	7.25"wide x 4.875"deep	\$640
1/3 page(square)	4.75"wide x 4.875"deep	\$440
1/3 page(vertical)	2.25"wide x 9.75"deep	\$440
1/4 page	7.25"w x 2.375"deep	\$340
1/6 page	4.75"w x 2.375"deep	\$235
1/8 page	4.75"w x 1.5"deep	\$180

Taxes not included - add 13% HST to prices above. All rates are net of agency discounts. Rates and schedule are subject to change without notice.

Colour Rates - Cost added to standard ad rate:

Spot colour \$200 • Full process colour \$400

Publication Schedule & Deadlines

Issue	Published	Material Deadline
March 2012	March 28	February 23
June 2012	June 7	May 10
September 2012	September 6	August 9
December 2012	December 6	November 8

Proportionate ad sizes on 8.5" x 11" page

