

Constructo Magazine



RATES AND TECHNICAL SPECIFICATIONS 2008

Constructo Magazine

ADVERTISING RATES 2008

Spread black + 1 color	\$5470
Spread 4 colors	\$6430
1 page black + 1 color	\$2880
1 page 4 colors	\$3395

2/3 page black + 1 color*	\$2115
2/3 page 4 colors*	\$2550

1/2 double page spread black + 1 color	\$3175
1/2 double page spread 4 colors	\$3800

1/2 page black + 1 color	\$1695
1/2 page 4 colors	\$2085

1/3 page black + 1 color	\$1260
1/3 page 4 colors	\$1620

1/4 page black + 1 color	\$1045
1/4 page 4 colors	\$1365

COVERS: (4 colors included)

Back page	\$4305
Inside front	\$4170
Inside back	\$4030

Flyers

Rates available upon request

Guaranteed position: 25% additional

Special Pantone colors:

(800 and over and 5th color):
Rates available upon request

Agency commission: 15%

TECHNICAL SPECIFICATIONS

FORMAT	LIVE MATTER non bleed ad	TRIM	BLEED
Spread	15" x 10-1/8"	15-3/4" x 10-7/8"	16" x 11-1/8"
Full page	6-13/16" x 10"	7-7/8" x 10-7/8"	8-1/8" x 11-1/8"
2/3 page vertical*	4-1/2" x 10"		
2/3 page horizontal*	6-13/16" x 6-1/2"		
1/2 double page spread	15" x 4-7/8"		16" x 5 1/2"
1/2 page island*	4-1/2" x 7-3/4"		
1/2 page vertical	3-1/8" x 10"		
1/2 page horizontal	6-13/16" x 4-7/8"		
1/3 page vertical	2-1/8" x 10"		
1/3 page horizontal	6-13/16" x 3-1/8"		
1/4 page vertical	3-1/4" x 4-7/8"		
1/4 page horizontal	6-13/16" x 2-5/16"		

*Non available format for « Voir vert » magazine

Information: 514 745-5720 or 1 800 363-0910

Software: QuarkXPress 6.5 OR High-resolution PDF

RESOLUTION:

- Grayscale or color standard: 300 dpi at 100% (minimum 250 dpi)
- Black and white (bitmap): 1,200 dpi at 100%

COLOR :

- Line screen : 133 lines per inch
- Model: CMYK (process)
- UCR : 280%
- Press gain : 20% (+4 %) on a 50 % dot

QUALITY OF MATERIAL:

The document and scanned images must be sent in their final version. The advertiser is responsible for supplied material's quality, especially as regards scans and colors. Please take note that some Pantone® colours don't come out perfectly with 4-color processing. Your material must meet the MAC specifications.

DELIVERY ADDRESS:

Groupe Constructo
Att. : Sales coordinator
1500 Jules-Poitras Blvd, suite 200
Montreal (QC) H4N 1X7

Tel. : 514 856-6636 • Fax : 514 856-6633

ADVERTISING MATERIAL : pubconstructo@transcontinental.ca

FTP SITE : Access provided on request