



Advertising Rates

Rights Canada Spring 2010

The Fall 2009 edition of Rights Canada will be distributed digitally to all foreign contacts. The catalogue will also be available for download on the AECB website. Additionally, individual publishers will have the option of emailing the catalogue directly to specific contacts worldwide. As always the Rights Canada catalogue will be available in print at all major book fairs that the AECB attends. Reaching thousands of international rights agents and publishers, advertising in Rights Canada targets the right audience. Gain additional visibility for your company and titles by placing an advertisement in the Rights Canada Catalogue.

ADVERTISING RATES

	4C	Second space reservation (within 1 year)
Outside Back Cover	\$1,325	-15%
Inside Front/Back Cover	\$1,225	-15%
Full page	\$1,025	-15%
¾ page	\$910	-15%
½ page	\$775	-15%
¼ page	\$550	-15%

PREFERRED POSITION 10% extra on space charge (non-cancellable).

BLEEDS No charge.

MECHANICAL SPECIFICATIONS

	in.	cm.
Trim Size	8 x 10	21.3 x 27.6
Full page (with bleeds)	8 x 11	21.9 x 28.3
Full Page (without bleeds)	7 ¼ x 9 ¾	18.7 x 24.8
¾ page Horizontal	7 ¼ x 7 ¼	18.7 x 18.7
½ page Horizontal	7 ¼ x 4 ¾	18.7 x 12.1
½ page Vertical	3 ¾ x 9	9.5 x 25.1
¼ page Horizontal	7 ¼ x 2 ¼	18.7 x 5.7
¼ page Vertical	1 x 9	4.75 x 25.1

CLOSING DATES

	Space	Material
Spring	November 30	December 2
Fall	July 4	July 7

PRINTING Offset press on matte coated stock; saddle stitched.

FILM SPECIFICATIONS Advertiser to provide plate-ready negatives, hard dot, right reading, emulsion down and clearly marked for colour. 150-line screen recommended for all colours. Black & white ads on disk or by e-mail, or camera-ready copy acceptable. Chromalin or Matchprint proof recommended for 4-colour ads; colour keys accepted. Colour ads on Zip/Jaz disks (Macintosh format), CD or sent by e-mail are also acceptable. Contact the Association for exact specifications.

Please note that due to the digital distribution we will not be accepting inserts for this issue. If you would like to discuss other methods of advertising or promoting your publishing house or titles in the fall edition of Rights Canada, contact Rebecca Ross, Coordinator, Communications and Marketing at ross@aecb.org or (613) 562-2324 extension 224.

PRODUCTION CHARGES Corrections to film or art supplied or preparation of ads will be charged separately unless otherwise specified.

DISCOUNTS All ads are net. No agency commissions. Terms are net 30 days.

CONTRACT, COPY AND ACCOUNTING POLICIES

Advertisers and their agencies assume liability for all content (including text, representation and illustration) and all responsibility for any claims arising there from against the Association. All advertising content and design are subject to the approval of the Association. The Association shall not be subject to any liability whatsoever for any failure to publish or circulate any advertisement in whole or in part for any cause. GST is in addition to published rates.

Cancellations are not accepted after the closing date. Advertisers will be short-rated if, within a 12-month period from the date of the first insertion, they do not use the amount of space upon which their billings have been based. The Association reserves the right to hold the advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the Association. Terms and conditions detailed on this Rate Card take precedence over verbal or other agreements unless placed in writing and signed by a duly authorized employee of the Association.

RESERVATIONS, CONTRACTS/INSERTION ORDERS, AND MATERIAL SUBMISSIONS

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