



Targeting Ontario's Nature & Outdoor Tourism Community

Targeting Your Market Affordably

2005 Ad Rates & Sizes

Size	3 Issue Rate	1 Time Rate
Outside back cover (Members)	\$900	\$1,000
Outside back cover (Non-Members)	\$990	\$1,100
Inside back cover (Members)	\$720	\$800
Inside back cover (Non-Members)	\$792	\$880
Inside front cover (Members)	\$720	\$800
Inside front cover (Non-Members)	\$792	\$880
Full page (Members)	\$630	\$700
Full page (Non-Members)	\$693	\$770
1/2 page (Members)	\$360	\$400
1/2 page (Non-Members)	\$396	\$440
1/4 page (Members)	\$225	\$250
1/4 page (Non-Members)	\$248	\$275
1/8 page (Members)	\$180	\$200
1/8 page (Non-Members)	\$192	\$220

- All ad rates now reflect full colour.
- Cover pages must be sold as full page ads.
- All ads are net to client. For agency rates please add 17.65%.
- NOTO Regular and Allied members will receive preference for ad placement.
- Rates reflect per issue pricing. All applicable taxes are extra.

Size	Bleed Dimensions (w x h)	Non Bleed Dimensions
Full page (including covers)	8.75" x 11.25"	7.5" x 10"
1/2 page (horizontal)	-	7.5" x 4.875"
1/2 page (vertical)	-	3.875" x 10"
1/4 page	-	3.875" x 4.875"
1/8 page	-	3.875" x 2.375"