

2011/12 DISTRIBUTION SCHEDULE

NOVEMBER 2011

WINDSPEAKER + Sage, Raven & Birchbark
 Deadline Oct. 20
 Materials Due Oct. 25
 Mailing Oct. 31

SWEETGRASS
 Nov. 03
 Nov. 08
 Nov. 14

JUNE 2012 + newstand

WINDSPEAKER + Sage, Raven & Birchbark
 Deadline May 17
 Materials Due May 22
 Mailing May 28

SWEETGRASS
 May 31
 June 05
 June 11

DECEMBER 2011 + newstand

WINDSPEAKER + Sage, Raven & Birchbark
 Deadline Nov. 17
 Materials Due Nov. 22
 Mailing Nov. 28

SWEETGRASS
 Dec. 01
 Dec. 06
 Dec. 12

JULY 2012 - BQ 2

WINDSPEAKER + Sage, Raven & Birchbark
 Deadline June 14
 Materials Due June 19
 Mailing June 25

SWEETGRASS
 June 28
 July 03
 July 09

JANUARY 2012 - BQ4

WINDSPEAKER + Sage, Raven & Birchbark
 Deadline Dec. 15
 Materials Due Dec. 20
 Mailing Dec. 26

SWEETGRASS
 Jan. 12
 Jan. 17
 Jan. 23

AUGUST 2012

WINDSPEAKER + Sage, Raven & Birchbark
 Deadline July 12
 Materials Due July 17
 Mailing July 23

SWEETGRASS
 Aug. 09
 Aug. 14
 Aug. 20

FEBRUARY 2012

WINDSPEAKER + Sage, Raven & Birchbark
 Deadline Jan. 26
 Materials Due Jan. 31
 Mailing Feb. 06

SWEETGRASS
 Feb. 09
 Feb. 14
 Feb. 20

SEPTEMBER 2012

WINDSPEAKER + Sage, Raven & Birchbark
 Deadline Aug. 23
 Materials Due Aug. 28
 Mailing Sep. 03

SWEETGRASS
 Sep. 06
 Sep. 11
 Sep. 17

MARCH 2012

WINDSPEAKER + Sage, Raven & Birchbark
 Deadline Feb. 23
 Materials Due Feb. 28
 Mailing Mar. 05

SWEETGRASS
 Mar. 08
 Mar. 13
 Mar. 19

OCTOBER 2012- BQ 3

WINDSPEAKER + Sage, Raven & Birchbark
 Deadline Sep. 20
 Materials Due Sep. 25
 Mailing Oct. 01

SWEETGRASS
 Oct. 04
 Oct. 10
 Oct. 15

APRIL 2012- BQ 1

WINDSPEAKER + Sage, Raven & Birchbark
 Deadline Mar. 22
 Materials Due Mar. 27
 Mailing Apr. 02

SWEETGRASS
 Apr. 05
 Apr. 10
 Apr. 16

NOVEMBER 2012

WINDSPEAKER + Sage, Raven & Birchbark
 Deadline Oct. 18
 Materials Due Oct. 23
 Mailing Oct. 29

SWEETGRASS
 Nov. 01
 Nov. 06
 Nov. 12

MAY 2012 + newstand

WINDSPEAKER + Sage, Raven & Birchbark
 Deadline Apr. 19
 Materials Due Apr. 24
 Mailing Apr. 30

SWEETGRASS
 May 03
 May 08
 May 14

DECEMBER 2012 + newstand

WINDSPEAKER + Sage, Raven & Birchbark
 Deadline Nov. 15
 Materials Due Nov. 20
 Mailing Nov. 26

SWEETGRASS
 Nov. 29
 Dec. 04
 Dec. 10

**Cancellations accepted only until Friday at 4:00 pm after deadline.
 Cancellation fees will be charged for cancellations after Friday.**

**Deadline is always a Thursday. Production is always a Wednesday. Mailing is the Monday after production.
 AMMSA holiday schedule July 23 through August 6, 2012.**

DISPLAY AD RATE CARD – WINDSPEAKER

Effective: January 1, 2012 AD Size	AGENCY USE ONLY		Display Ad Net Rate
	Agate Line Gross Rate	Agate Line Net Rate	
Full Page (5 col (10.25 in) X 15.5 in) 77.5 column inches - 1085 lines	\$4,340.00	\$3,689.00	\$2,995.00
1/2 Page Vertical (3 col (6.1 in) X 15 in) 45 column inches - 630 lines	\$2,520.00	\$2,142.00	\$1,650.00
1/2 Page Horizontal (5 col (10.25 in) X 8 in) 40 column inches - 560 lines	\$2,240.00	\$1,904.00	\$1,550.00
1/3 Page Vertical (3 col (6.1 in) X 9 in) 27 column inches - 378 lines	\$1,512.00	\$1,285.20	\$1,125.00
1/3 Page Horizontal (5 col (10.25 in) X 5 in) 25 column inches - 350 lines	\$1,400.00	\$1,190.00	\$1,075.00
1/4 Page Vertical (3 col (6.1 in) X 7 in) 21 column inches - 294 lines	\$1,176.00	\$999.60	\$850.00
1/4 Page Horizontal (5 col (10.25 in) X 4 in) 20 column inches - 280 lines	\$1,120.00	\$952.00	\$800.00
3 col X 5 (3 col (6.1 in) X 5 in) 15 column inches - 210 lines	\$840.00	\$714.00	\$580.00
3 col X 4 (3 col (6.1 in) X 4 in) 12 column inches - 168 lines	\$672.40	\$571.20	\$470.00
1/8 Page (2 col (4 in) X 5 in) 10 column inches - 140 lines	\$560.00	\$476.00	\$365.00
1/8 Page Strip (5 col (10.25 in) X 2 in) 10 column inches - 140 lines	\$560.00	\$476.00	\$365.00
2 col X 4 (2 col (4 in) X 4 in) 8 column inches - 112 lines	\$448.00	\$380.80	\$280.00
2 col X 3 (2 col (4 in) X 3 in) 6 column inches - 84 lines	\$336.00	\$285.60	\$240.00
Business Card (2col (4 in) X 2 in) OR (1col (2 in) X 4 in) 4 col. inches - 56 lines	\$224.00	\$190.40	\$150.00

Rates:

All prices listed are **NET** based on:
\$47.60 per column inch – \$3.40 per agate

Windspeaker **GROSS** rates are:
\$56.00 per column inch – \$4.00 per agate

Booking Deadline:

Thursday – **noon** –
11 calendar days prior to publication date

Material Deadline:

Tuesday – **noon** –
6 calendar days prior to publication date

Prepayment:

All new accounts require credit application and approval. Applications received less than 2 weeks prior to publication must include pre-payment.



Color Charges:

Full color: +\$550.00

Preferred Placement:

For inside front, inside back and outside back:
+\$550.00

Inserts:

\$250 per 1000
Final size cannot exceed
8.5" wide and 11" tall.
Additional costs may be charged due to
excess weight or additional handling

Customer supplied inserts.

Sample of insert (actual or PDF file)
will be required for exact quotation.

DISPLAY AD RATE CARD – SAGE, RAVEN'S EYE & BIRCHBARK

Effective: January 1, 2012 AD Size	Prices listed are for EACH publication	AGENCY USE ONLY		Display Ad Net Rate
		Agate Line Gross Rate	Agate Line Net Rate	
Full Page (5 col (10.25 in) X 15.5 in) 77.5 column inches - 1085 lines		\$2,170.00	\$1,844.50	\$1,497.50
1/2 Page Vertical (3 col (6.1 in) X 15 in) 45 column inches - 630 lines		\$1,260.00	\$1,071.00	\$825.00
1/2 Page Horizontal (5 col (10.25 in) X 8 in) 40 column inches - 560 lines		\$1,120.00	\$952.00	\$775.00
1/3 Page Vertical (3 col (6.1 in) X 9 in) 27 column inches - 378 lines		\$756.00	\$642.60	\$562.50
1/3 Page Horizontal (5 col (10.25 in) X 5 in) 25 column inches - 350 lines		\$700.00	\$595.00	\$537.50
1/4 Page Vertical (3 col (6.1 in) X 7 in) 21 column inches - 294 lines		\$588.00	\$499.80	\$425.00
1/4 Page Horizontal (5 col (10.25 in) X 4 in) 20 column inches - 280 lines		\$560.00	\$476.00	\$400.00
3 col X 5 (3 col (6.1 in) X 5 in) 15 column inches - 210 lines		\$420.00	\$357.00	\$290.00
3 col X 4 (3 col (6.1 in) X 4 in) 12 column inches - 168 lines		\$336.20	\$285.60	\$235.00
1/8 Page (2 col (4 in) X 5 in) 10 column inches - 140 lines		\$280.00	\$238.00	\$182.50
1/8 Page Strip (5 col (10.25 in) X 2 in) 10 column inches - 140 lines		\$280.00	\$238.00	\$182.50
2 col X 4 (2 col (4 in) X 4 in) 8 column inches - 112 lines		\$224.00	\$190.40	\$140.00
2 col X 3 (2 col (4 in) X 3 in) 6 column inches - 84 lines		\$168.00	\$142.80	\$120.00
Business Card (2col (4 in) X 2 in) OR (1col (2 in) X 4 in) 4 col. inches - 56 lines		\$112.00	\$95.20	\$75.00

Rates: (For each publication)

All prices listed are **NET** based on:
\$23.80 per column inch – \$1.70 per agate

Provincial publications **GROSS** rates are:
\$28.00 per column inch – \$2.00 per agate

Booking Deadline:

Thursday – **noon** –
11 calendar days prior to publication date

Material Deadline:

Tuesday – **noon** –
6 calendar days prior to publication date

Prepayment:

All new accounts require credit application and approval.
Applications received less than 2 weeks prior to publication
must include pre-payment.



Color Charges:

Full color: +\$550.00

Preferred Placement:

N/A

Inserts:

\$250 per 1000

Final size cannot exceed
8.5" wide and 11" tall.

Additional costs may be charged due to
excess weight or additional handling

Customer supplied inserts.

Sample of insert (actual or PDF file)
will be required for exact quotation.

DISPLAY AD RATE CARD – SWEETGRASS

Effective: January 1, 2012 AD Size	AGENCY USE ONLY		Display Ad Net Rate
	Agate Line Gross Rate	Agate Line Net Rate	
Full Page (5 col (10.25 in) X 15.5 in) 77.5 column inches - 1085 lines	\$2,658.25	\$2256.80	\$1,635.00
1/2 Page Vertical (3 col (6.1 in) X 15 in) 45 column inches - 630 lines	\$1,543.50	\$1310.40	\$990.00
1/2 Page Horizontal (5 col (10.25 in) X 8 in) 40 column inches - 560 lines	\$1,372.00	\$1,164.80	\$890.00
1/3 Page Vertical (3 col (6.1 in) X 9 in) 27 column inches - 378 lines	\$926.10	\$786.24	\$620.00
1/3 Page Horizontal (5 col (10.25 in) X 5 in) 25 column inches - 350 lines	\$857.50	\$728.00	\$565.00
1/4 Page Vertical (3 col (6.1 in) X 7 in) 21 column inches - 294 lines	\$720.30	\$611.52	\$480.00
1/4 Page Horizontal (5 col (10.25 in) X 4 in) 20 column inches - 280 lines	\$686.00	\$582.40	\$450.00
3 col X 5 (3 col (6.1 in) X 5 in) 15 column inches - 210 lines	\$514.50	\$436.80	\$360.00
3 col X 4 (3 col (6.1 in) X 4 in) 12 column inches - 168 lines	\$411.60	\$349.44	\$310.00
1/8 Page (2 col (4 in) X 5 in) 10 column inches - 140 lines	\$343.00	\$291.20	\$270.00
1/8 Page Strip 5 col (10.25 in) X 2 in) 10 column inches - 140 lines	\$343.00	\$291.20	\$270.00
2 col X 4 (2 col (4 in) X 4 in) 8 column inches - 112 lines	\$274.40	\$232.90	\$200.00
2 col X 3 (2 col (4 in) X 3 in) 6 column inches - 84 lines	\$205.80	\$174.72	\$160.00
Business Card (2col (4 in) X 2 in) OR (1col (2 in) X 4 in) 4 col. inches - 56 lines	\$137.20	\$116.48	\$110.00

Rates: (For each publication)
All prices listed are **NET** based on:
\$29.12 per column inch – \$2.08 per agate

Provincial publications **GROSS** rates are:
\$34.30 per column inch – \$2.45 per agate

Booking Deadline:
Thursday – **noon** –
11 calendar days prior to publication date

Material Deadline:
Tuesday – **noon** –
6 calendar days prior to publication date

Prepayment:
All new accounts require credit application and approval.
Applications received less than 2 weeks prior to publication
must include pre-payment.



Color Charges:
Full color: +\$550.00

Preferred Placement:
For inside back and outside back:
+\$550.00

Inserts:
\$180 per 1000 on Canada Post copies
Additional costs may be charged due to
excess weight or additional handling
\$100 per 1000 on Newstand copies
Final size cannot exceed
8.5" wide and 11" tall.

Customer supplied inserts.

Sample of insert (actual or PDF file)
will be required for exact quotation.