

2007/08 DISTRIBUTION SCHEDULE

NOVEMBER 2007

WINDSPEAKER + Raven & Birchbark		Sweetgrass & Sage
Deadline	Oct. 18	Nov. 01
Production	Oct. 24	Nov. 07
Mailing	Oct. 29	Nov. 12

DECEMBER 2007

WINDSPEAKER + Raven & Birchbark		Sweetgrass & Sage
Deadline	Nov. 15	Nov. 29
Production	Nov. 21	Dec. 05
Mailing	Nov. 26	Dec. 10

JANUARY 2008 - BQ4

WINDSPEAKER + Raven & Birchbark		Sweetgrass & Sage
Deadline	Dec. 13	Jan. 10
Production	Dec. 19	Jan. 16
Mailing	Dec. 24	Jan. 21

FEBRUARY 2008

WINDSPEAKER + Raven & Birchbark		Sweetgrass & Sage
Deadline	Jan. 24	Feb. 07
Production	Jan. 30	Feb. 13
Mailing	Feb. 04	Feb. 18

MARCH 2008

WINDSPEAKER + Raven & Birchbark		Sweetgrass & Sage
Deadline	Feb. 21	Mar. 06
Production	Feb. 27	Mar. 12
Mailing	Mar. 03	Mar. 17

APRIL 2008 - BQ 1

WINDSPEAKER + Raven & Birchbark		Sweetgrass & Sage
Deadline	Mar. 20	Apr. 03
Production	Mar. 26	Apr. 09
Mailing	Mar. 31	Apr. 14

MAY 2008

WINDSPEAKER + Raven & Birchbark		Sweetgrass & Sage
Deadline	Apr. 17	May 01
Production	Apr. 23	May 07
Mailing	Apr. 28	May 12

JUNE 2008

WINDSPEAKER + Raven & Birchbark		Sweetgrass & Sage
Deadline	May 15	May 29
Production	May 21	June 04
Mailing	May 26	June 09

JULY 2008 - BQ 2

WINDSPEAKER + Raven & Birchbark		Sweetgrass & Sage
Deadline	June 12	June 26
Production	June 18	July 02
Mailing	June 23	July 07

AUGUST 2008

WINDSPEAKER + Raven & Birchbark		Sweetgrass & Sage
Deadline	July 10	Aug. 07
Production	July 16	Aug. 13
Mailing	July 21	Aug. 18

SEPTEMBER 2008

WINDSPEAKER + Raven & Birchbark		Sweetgrass & Sage
Deadline	Aug. 21	Sep. 04
Production	Aug. 27	Sep. 10
Mailing	Sep. 01	Sep. 15

OCTOBER 2008 - BQ 3

WINDSPEAKER + Raven & Birchbark		Sweetgrass & Sage
Deadline	Sep. 18	Oct. 02
Production	Sep. 24	Oct. 08
Mailing	Sep. 29	Oct. 13

NOVEMBER 2008

WINDSPEAKER + Raven & Birchbark		Sweetgrass & Sage
Deadline	Oct. 16	Oct. 30
Production	Oct. 22	Nov. 05
Mailing	Oct. 27	Nov. 10

DECEMBER 2008

WINDSPEAKER + Raven & Birchbark		Sweetgrass & Sage
Deadline	Nov. 13	Nov. 27
Production	Nov. 19	Dec. 03
Mailing	Nov. 24	Dec. 08

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 21 through August 4, 2008.

DISPLAY AD RATE CARD – RAVEN'S EYE & BIRCHBARK

Effective: January 1, 2008	Prices listed are for EACH publication			Placement Program Savings			
	AD Size	Agate Line Gross Rate	Agate Line Net Rate	DisplayAd Net Rate	4X 5th Ad 50% off	6X 7th Ad Ad is Free	10X 11th & 12th Ads Are Free
Full Page (5 col (10.25 in) X 15.5 in) 77.5 column inches - 1085 lines	\$2,430.40	\$2061.50	\$1,565		(\$725.00)	(\$1,565)	(\$3,130)
1/2 Page Vertical (3 col (6.1 in) X 15 in) 45 column inches - 630 lines	\$1,411.20	\$1,197.00	\$945		(\$437.50)	(\$945)	(\$1,890)
1/2 Page Horizontal (5 col (10.25 in) X 8 in) 40 column inches - 560 lines	\$1,254.40	\$1,064.00	\$850		(\$392.50)	(\$850)	(\$1,700)
1/3 Page Vertical (3 col (6.1 in) X 9 in) 27 column inches - 378 lines	\$846.72	\$718.20	\$595		(\$275.00)	(\$595)	(\$1,190)
1/3 Page Horizontal (5 col (10.25 in) X 5 in) 25 column inches - 350 lines	\$784.00	\$665.00	\$540		(\$270.00)	(\$540)	(\$1080)
1/4 Page Vertical (3 col (6.1 in) X 7 in) 21 column inches - 294 lines	\$658.56	\$558.60	\$460		(\$230.00)	(\$460)	(\$920)
1/4 Page Horizontal (5 col (10.25 in) X 4 in) 20 column inches - 280 lines	\$627.20	\$532.00	\$430		(\$215.00)	(\$430)	(\$860)
3 col X 5 (3 col (6.1 in) X 5 in) 15 column inches - 210 lines	\$470.40	\$399.00	\$345		(\$172.50)	(\$345)	(\$690)
3 col X 4 (3 col (6.1 in) X 4 in) 12 column inches - 168 lines	\$376.32	\$319.20	\$295		(\$147.50)	(\$295)	(\$590)
1/8 Page (2 col (4 in) X 5 in) 10 column inches - 140 lines	\$313.60	\$266.00	\$260		(\$130.00)	(\$260)	(\$520)
1/8 Page Strip (5 col (10.25 in) X 2 in) 10 column inches - 140 lines	\$313.60	\$266.00	\$260		(\$130.00)	(\$260)	(\$520)
2 col X 4 (2 col (4 in) X 4 in) 8 column inches - 112 lines	\$250.88	\$212.80	\$192		(\$96.00)	(\$192)	(\$384)
2 col X 3 (2 col (4 in) X 3 in) 6 column inches - 84 lines	\$188.16	\$159.60	\$150		(\$75.00)	(\$150)	(\$300)
Business Card (2 col (4 in) X 2 in) OR (1 col (2 in) X 4 in) 4 column inches - 56 lines	\$125.44	\$106.40	\$102		(\$51.00)	(\$102)	(\$204)

Rates: (For each publication)

All prices listed are NET based on:
\$26.60 per column inch – \$1.90 per agate

Provincial publications GROSS rates are:
\$31.36 per column inch – \$2.24 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: +\$500.00

Preferred Placement:

N/A

Inserts:

\$240 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.