

# 2011/12 DISTRIBUTION SCHEDULE

## NOVEMBER 2011

WINDSPEAKER + Sage, Raven & Birchbark	SWEETGRASS
Deadline Oct. 20	Nov. 03
Materials Due Oct. 25	Nov. 08
Mailing Oct. 31	Nov. 14

## DECEMBER 2011 + newstand

WINDSPEAKER + Sage, Raven & Birchbark	SWEETGRASS
Deadline Nov. 17	Dec. 01
Materials Due Nov. 22	Dec. 06
Mailing Nov. 28	Dec. 12

## JANUARY 2012 - BQ4

WINDSPEAKER + Sage, Raven & Birchbark	SWEETGRASS
Deadline Dec. 15	Jan. 12
Materials Due Dec. 20	Jan. 17
Mailing Dec. 26	Jan. 23

## FEBRUARY 2012

WINDSPEAKER + Sage, Raven & Birchbark	SWEETGRASS
Deadline Jan. 26	Feb. 09
Materials Due Jan. 31	Feb. 14
Mailing Feb. 06	Feb. 20

## MARCH 2012

WINDSPEAKER + Sage, Raven & Birchbark	SWEETGRASS
Deadline Feb. 23	Mar. 08
Materials Due Feb. 28	Mar. 13
Mailing Mar. 05	Mar. 19

## APRIL 2012- BQ 1

WINDSPEAKER + Sage, Raven & Birchbark	SWEETGRASS
Deadline Mar. 22	Apr. 05
Materials Due Mar. 27	Apr. 10
Mailing Apr. 02	Apr. 16

## MAY 2012 + newstand

WINDSPEAKER + Sage, Raven & Birchbark	SWEETGRASS
Deadline Apr. 19	May 03
Materials Due Apr. 24	May 08
Mailing Apr. 30	May 14

## JUNE 2012 + newstand

WINDSPEAKER + Sage, Raven & Birchbark	SWEETGRASS
Deadline May 17	May 31
Materials Due May 22	June 05
Mailing May 28	June 11

## JULY 2012 - BQ 2

WINDSPEAKER + Sage, Raven & Birchbark	SWEETGRASS
Deadline June 14	June 28
Materials Due June 19	July 03
Mailing June 25	July 09

## AUGUST 2012

WINDSPEAKER + Sage, Raven & Birchbark	SWEETGRASS
Deadline July 12	Aug. 09
Materials Due July 17	Aug. 14
Mailing July 23	Aug. 20

## SEPTEMBER 2012

WINDSPEAKER + Sage, Raven & Birchbark	SWEETGRASS
Deadline Aug. 23	Sep. 06
Materials Due Aug. 28	Sep. 11
Mailing Sep. 03	Sep. 17

## OCTOBER 2012- BQ 3

WINDSPEAKER + Sage, Raven & Birchbark	SWEETGRASS
Deadline Sep. 20	Oct. 04
Materials Due Sep. 25	Oct. 10
Mailing Oct. 01	Oct. 15

## NOVEMBER 2012

WINDSPEAKER + Sage, Raven & Birchbark	SWEETGRASS
Deadline Oct. 18	Nov. 01
Materials Due Oct. 23	Nov. 06
Mailing Oct. 29	Nov. 12

## DECEMBER 2012 + newstand

WINDSPEAKER + Sage, Raven & Birchbark	SWEETGRASS
Deadline Nov. 15	Nov. 29
Materials Due Nov. 20	Dec. 04
Mailing Nov. 26	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 – SWEETGRASS

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	
<b>Full Page</b> (5 col (10.25 in) X 15.5 in) 77.5 column inches - 1085 lines		\$2,658.25	\$2256.80	\$1,635.00
<b>1/2 Page Vertical</b> (3 col (6.1 in) X 15 in) 45 column inches - 630 lines		\$1,543.50	\$1310.40	\$990.00
<b>1/2 Page Horizontal</b> (5 col (10.25 in) X 8 in) 40 column inches - 560 lines		\$1,372.00	\$1,164.80	\$890.00
<b>1/3 Page Vertical</b> (3 col (6.1 in) X 9 in) 27 column inches - 378 lines		\$926.10	\$786.24	\$620.00
<b>1/3 Page Horizontal</b> (5 col (10.25 in) X 5 in) 25 column inches - 350 lines		\$857.50	\$728.00	\$565.00
<b>1/4 Page Vertical</b> (3 col (6.1 in) X 7 in) 21 column inches - 294 lines		\$720.30	\$611.52	\$480.00
<b>1/4 Page Horizontal</b> (5 col (10.25 in) X 4 in) 20 column inches - 280 lines		\$686.00	\$582.40	\$450.00
<b>3 col X 5</b> (3 col (6.1 in) X 5 in) 15 column inches - 210 lines		\$514.50	\$436.80	\$360.00
<b>3 col X 4</b> (3 col (6.1 in) X 4 in) 12 column inches - 168 lines		\$411.60	\$349.44	\$310.00
<b>1/8 Page</b> (2 col (4 in) X 5 in) 10 column inches - 140 lines		\$343.00	\$291.20	\$270.00
<b>1/8 Page Strip</b> 5 col (10.25 in) X 2 in) 10 column inches - 140 lines		\$343.00	\$291.20	\$270.00
<b>2 col X 4</b> (2 col (4 in) X 4 in) 8 column inches - 112 lines		\$274.40	\$232.90	\$200.00
<b>2 col X 3</b> (2 col (4 in) X 3 in) 6 column inches - 84 lines		\$205.80	\$174.72	\$160.00
<b>Business Card</b> (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.

