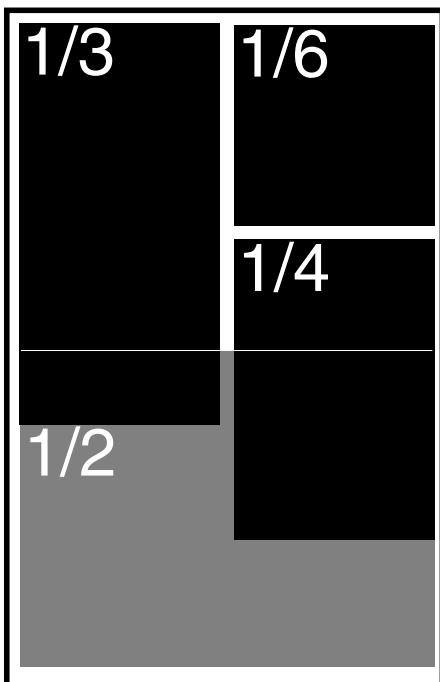
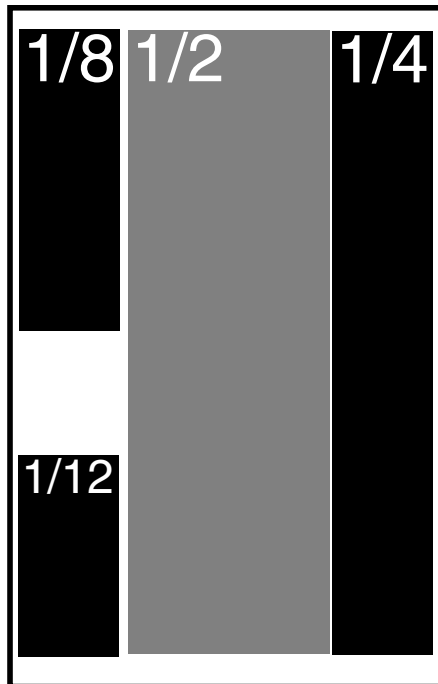
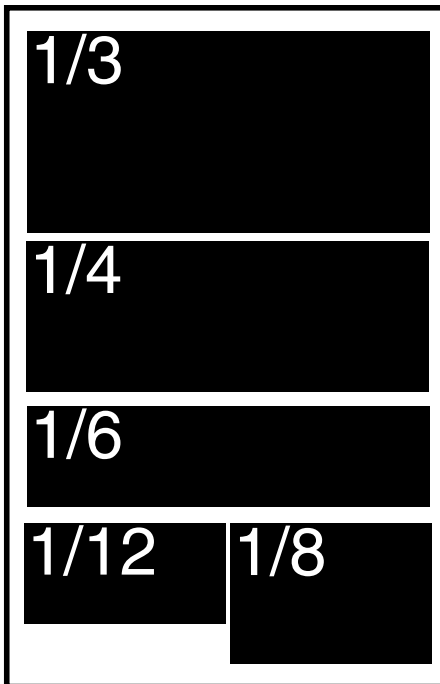


Ad Rates January 2005 Swerve

200 - 63 Albert St. Winnipeg, MB, R3B 1G4
 phone 204.942.4599
 fax 204.947.0554
 email swervemedia@mts.net
 www.swervemedia.org



Rates refer to customer-supplied, laser printed or properly formatted digital, camera ready art (CRA). CRA requires no additional work and is ready to print as is. See ad specifications for more information.

Incorrectly sized or formatted CRA will be subject to resizing or reworking at additional cost.

Please complete a booking form when book an advertisement. Swerve does not guarantee the publication of any ad submitted without a booking form.

Ad placement is determined by the requirements of our layout.

Full page
 standard - 10"w x 15.5"h
\$500

3/4 page
 horizontal - 10"w x 11.5"h
 vertical - 7.5"w x 15.5"h
\$400

1/2 page
 horizontal - 10"w x 7.5"h
 vertical - 4.9"w x 15.5"h
\$275

1/3 page
 horizontal - 10"w x 5"h
 vertical - 4.9"w x 10"h
\$200

1/4 page
 standard - 4.9"w x 7.5"h
 horizontal - 10"w x 3.75"h
 vertical - 2.35"w x 15.5"h
\$160

1/6 page
 standard - 4.9"w x 5"h
 banner - 10"w x 2.5"h
\$110

1/8 page
 horizontal - 4.9"w x 3.5"h
 vertical - 2.35"w x 7.5"h
\$90

1/12 page
 horizontal - 4.9"w x 2.5"h
 vertical - 2.35"w x 5"h
\$60

The above rates are for black and white only.

Full Colour
 add 55%

Spot Colour
 add 30% per colour

GST will be added to above prices. Registered non-profit and charitable organizations will receive a five percent discount (does not apply to cost of colour).

Ad Specs January 2005 Swerve

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phone 204.942.4599
fax 204.947.0554
email swervemedia@mts.net
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Ads may be submitted in the following digital formats:

MAC PDF, TIFF, JPEG, EPS, PhotoShop

PC PDF, TIFF, JPEG, PhotoShop

We **cannot** use the following formats:
**Faxes, GIFS, Microsoft Word, Microsoft
Publisher, Wordpad, WordPerfect, Coreldraw,
HTML, Excel, or PowerPoint files.**

**If you are unsure of which format to use, please
call or email us.**

Images must be 200 dpi. Swerve uses a line screen of 100 lpi. No bleeds.

Ads should be submitted as CMYK (colour), grayscale (black and white), or line art. Pantone colours must be converted to CMYK. If embedding a colour profile, please use U.S. Web Uncoated for colour and 20% dot gain for black and white.

All fonts and images should be embedded or included with a digital submission. If font license does not permit embedding in Acrobat, please convert text to paths.

Swerve is not responsible for typos in submitted material or in material that must be retyped due to improper submission formatting.

Artwork may be submitted on CD, Zip 100 or 250, or PC diskette. Please include a printed copy.

Digital files under 2MB can be emailed to swervemedia@mts.net. If the file is over 2MB, please call our office to make other arrangements.

Design Fees

Ad size	Fee
1/12 - 1/8	\$25
1/6 - 1/4	\$30
1/3 - 1/2	\$35

We do not design ads larger than 1/2 a page.

scanning or clipart search \$10

extensive typing \$10
(more than 50 words)

ad size correction \$5-20

GST will be added to the above fees.

Please submit ad copy in MS Word format. Images must be 200 dpi. It is recommended that ads larger than 1/6 page include at least one image.

If design proofs are requested, they must be requested 48 hours before the CRA deadline to guarantee completion of any changes.

Design proofs must be approved by CRA deadline.

For hardcopy-only submissions:

Ads must be laser printed at 600 dpi (85 or 100 lpi).

All ads must conform to specified ad sizes; incorrectly sized ads will be subject to resizing and additional fees.