

COMMERCE NEWS

THE VOICE OF BUSINESS IN EDMONTON

Rate Sheet

THE PUBLISHER

Edmonton Commerce News is published by the Edmonton Chamber of Commerce, 11 times a year, and provides coverage of the Edmonton business community and Chamber activities.

Production and advertising sales of *Edmonton Commerce News* is managed by Venture Publishing which has a full service contract publishing division, with award-winning expertise in editorial, design, production and sales and circulation management. Venture Publishing's extensive knowledge and expertise positions it as a first choice for businesses wanting to effectively communicate with clients and consumers.

EDITORIAL SCHEDULE

Edmonton Commerce News is mailed to every business in Edmonton. Each issue contains articles of interest to our audience of 160,000 in the form of business news, columns, special reports and profiles. We carry the following columns: Edmonton Tourism, Economic Development, World Trade Centre, Community Initiatives, Networking & Events, Sales & Marketing, Using the

Internet, The North, Business Legal Issues, Financial Planning, Tax Tips & Business of Health. In addition, each issue highlights a special report on the topics in the chart below.

CIRCULATION: 26, 000

Edmonton Commerce News is mailed 11 times a year to every Chamber member and subscriber (2,700 copies), to all businesses in Edmonton (21,800 copies), and to community leaders, event guests, and affiliated organizations in the Edmonton Region (1,500 copies). Each copy is read by multiple business people which results in over 137,800 readers per issue. Your advertising message will reach a targeted market of decision-makers and purchasers in the Edmonton area.

FOR ADVERTISING INFORMATION:

For more information contact Serap Ozturk at **780-990-0819 ext. 223**, or email sozturk@venturepublishing.ca.

The views in Commerce News are the personal views and opinions of the individual authors of each article and do not represent the position of the Edmonton Chamber of Commerce, its members or employees.

ISSUE CONTENTS	AD CLOSE	AD MATERIALS DUE	RELEASE DATE
January Business Outlook. Financial Services and Insurance	January 5, 2011	January 10, 2011	January 24, 2011
February Financial Planning and Budgeting. ICT industry report	February 3, 2011	February 8, 2011	February 22, 2011
March Infrastructure. International Trade and Export	March 3, 2011	March 8, 2011	March 21, 2011
April Workplace Health and Safety. Education	March 31, 2011	April 5, 2011	April 18, 2011
May Environment. Real Estate and Construction	April 28, 2011	May 3, 2011	May 16, 2011
June/July Festivals, Tourism and Travel. Agrifoods	June 2, 2011	June 7, 2011	June 20, 2011
August Oil & gas. Economic Diversification	July 14, 2011	July 19, 2011	August 2, 2011
September Report on the North. Transportation, Utilities and Communications	August 25, 2011	August 29, 2011	September 12, 2011
October Small Business. Technology industry report	September 15, 2011	September 20, 2011	October 3, 2011
November Retail and franchises, Small business winner profiles	October 20, 2011	October 25, 2011	November 7, 2011
December Year in Review - Top 10 business news stories. Professional services	November 10, 2011	November 15, 2011	November 29, 2011

Editorial themes may be subject to change at the discretion of the *Edmonton Commerce News*

EDMONTON CHAMBER OF COMMERCE

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NON-MEMBER RATES

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1/2 Page	2230	2065	1950	1855
1/3 Page	1545	1430	1365	1295
1/6 Page	865	800	765	725

Business Card Directory

Full Colour – \$315 per issue*

*minimum 3 issue booking

Front Page Banner Ad

Full Colour – \$660 per issue*

*minimum 3 issue booking

BLACK AND WHITE ADVERTISING RATES

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1/3 Page	1195	1105	1050	975
1/6 Page	665	615	580	550

INSERT RATES

Unaddressed – \$.07 each and up

Addressed – \$.13 each and up

AD SIZES

	WIDTH	HEIGHT	
FP trim	10.625"	11.5"	
FP live area	9.625"	10.5"	
Final bleed size	11.125"	12"	
2/3V	6.25"	10.5"	
1/2V	4.625"	10.5"	
1/2H	9.5"	5.25"	
1/2M	6.25"	7"	
1/3V	3"	10.5"	
1/3H	9.5"	3.25"	
1/3S	6.25"	5.25"	
1/6V	3"	5.25"	
1/6H	4.625"	3.25"	
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