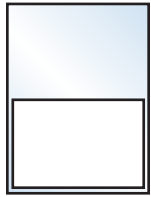


Display Ad Formats & Dimensions

Don't forget, an H2O Large Sized Ad is much larger than any of our competitors.



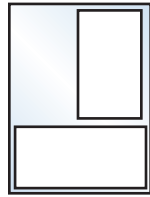
2/3 Page
7.5" x 15"



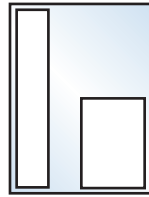
1/2 Page
10 1/4" x 7 3/8"
(10.25 x 7.375)



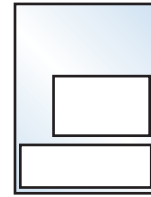
1/2 Page Vert.
5" x 15"
(5 x 15)



1/3 Page Horiz.
10 1/4" x 4 7/8"
1/3 Page Vertical
5" x 9 3/4"



1/4 Page Vert.
5" x 7 3/8"
(5 x 7.375)
1/4 page Tall Vertical
(2.3" x 15")



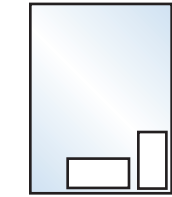
1/4 Page Banner
10 1/4" x 3 9/16"
(10.25 x 3.563)
1/4 Page Horizontal
(7.36" x 4.876")



1/6 Page Square
5" x 4 7/8"
(5 x 4.875)



1/8 Page Rectangle
5" x 3 9/16"
1/8 Page Vert.
2 5/16" x 7 3/8"
1/8 Page Horiz.
7 5/16" x 2 5/16"



1/12 Page Vert.
2 5/16" x 4 7/8"
(2.313 x 4.875)
1/12 Page Horiz.
5" x 2.5/16"

2011 Advertising* Rates & Sizes

Please note: Calculate additional 5% gst on prices below.

Color Charges				
Ad Size		One Colour (Client's choice of colour)	FULL COLOR (see box, right for Map Page Rates)	Increase from One Color
<i>See box, right for premium position rates</i>				
Full Page	10.25" x 15"	\$ 2,000.00	\$ 2,225.00	\$ 200.00
2/3 Page	7.5" x 15"	1,475.00	1,625.00	150.00
1/2 Page	10.25" x 7.375"	1,225.00	1,335.00	110.00
1/3 Page	10.25" x 4.875"	875.00	985.00	115.00
1/4 Page	5" x 7.375"	700.00	760.00	60.00
1/6 Page Square	5" x 4.875"	560.00	625.00	65.00
1/8 Page	5" x 3.56"	445.00	480.00	35.00
1 /12 Page	5" x 2.3"	320.00	340.00	20.00

Premium Positions

4-C (Four Color)	Dimensions	Ad Cost
IFC or OBC	10.25" x 15"	\$2,800
IBC	10.25" x 15"	\$2,700
OBC (small)	10.25" x 7.5"	\$2,350

Gimli Map Pages

4-C (Four Color)	Dimensions	Ad Cost
1 /16 Page	2.313" x 3.563"	\$345
1/12 Page	2.313" x 4.875"	\$370
1 /8 Page	5" x 3.563"	\$500

Technical Information

Printing Process: Web Offset. Paper Stock: 35lb white Newsprint - recycled, chlorine free, and printed with vegetable-based inks. **New! Glossier Look for H2O!**

Line Screen: 100 LPI. Finished Size: 11" x 17". Type Page: 10" x 15.25"

Platform: Mac OSX Intel); Software: QuarkXpress 8.0.2 CS4 Creative Suite (Photoshop)

Supplied Ads: Mac compatible PDF, TIFF or EPS files. Disk should include only TYPE 1 PostScript Fonts and screen fonts. Photo screen scans in CMYK or grayscale at 200 dpi. min. All images should be supplied 100% actual size. Color laser output of ad should accompany disk. Additional charges will be applied for changes to supplied materials. Media: CD ROM, sent to Rune Stone Publications Inc., Box 1320, Gimli, MB, ROC 1B0 (prepaid) Couriers call 204-642-7424.

Ad Design Services: Initial changes: Free (additional design work \$50/hr). Proofs supplied.

CONTACT: Kerri Taverner 642-4646 or kerri.taverner@gmail.com

Linda Goodman 642-7424 or FAX 204-642-7855
Email: info@h2oguide.ca website: www.h2oguide.ca



* All images and ad designs that appear throughout the H2O Guide and at www.h2oguide.ca are copyright protected and are the property of Rune Stone Publications. No creative materials may be reproduced without written consent of the publisher.

2011 Deadlines & Production Schedule

Early Bird Booking Deadline \longrightarrow Jan. 28, 2011
(Eligible for draw to win \$340 worth of ad space)

Material Deadline Feb. 17, 2011

Final Ad Booking Deadline \longrightarrow March 1, 2011
Material Deadline March 11, 2011

Canada Post Home & Business Delivery May 18, 2011
Distribution (Newsstands) May 19, 2011

Payment Terms

Payment to accompany ad proof (unless terms have been established). Overdue accounts are subject to a service charge of 1.5% per month. Ad Rates are net of agency commissions. All advertising is published with the understanding that the Advertiser and the Advertising Agency assume full liability for all advertising submitted, printed, or published. Cheques to be made payable to: **Rune Stone Publications, Inc.**