

## GENERAL INFORMATION

### ADVERTISING INSERTS

Inserts such as pre-printed, gatefolds and reply cards are limited, QE will accept them on the basis of availability and if technically possible. All inserts are non-cancellable 60 days prior to publication date of issue. A full page of advertising is required when running a reply card insert.

### CASH DISCOUNT AND PAYMENT TERMS

A 2% discount if paid within 10 days following invoice date. All invoices are as followed: by a down payment of 50% of total amount upon reception of invoice and the other half is payable upon publication. All outstanding accounts are subject to monthly interest fees of 1,5%.





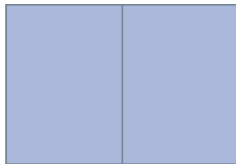

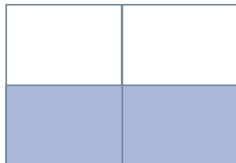
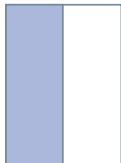
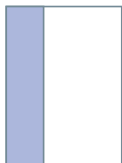

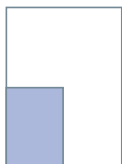
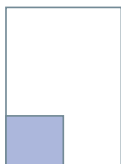
### GOODS & SERVICE TAX

Our rates do not include the goods & service tax (GST) or the Quebec sales tax (QST). Publisher advises that in most cases these taxes are recoverable according to the Canadian income tax laws.

### ADDITIONAL CONDITIONS TO THE PURCHASE OF ADVERTISING SPACE

Publisher reserves the right to revise rates without any prior notice, however he will respect all signed contracts. No space cancellation shall be accepted after closing dates. Cover positions can not be cancelled 70 days prior to issues publication dates. Renewal date for cover or special positions must be made 100 days prior to issue publication date. Publisher can not guarantee any special position without a premium, however he will do his utmost to acquiesce to the position request. All types of advertorial features must be approved by the publisher and the word "advertisement" will be placed above the copy. Publisher reserves the right to refuse any advertisement that does not reflect the spirit and nature of the publication's editorial content. Advertisers or their agencies will assume all liability for all content of their advertisement and assume responsibility for any damages and claims against the publisher. Publisher shall have no liability to advertiser as a result of any failure to publish or circulate all or any part of an issue as a result of any event beyond publisher's control, except to publish the advertisement in a subsequent issue. It is the advertiser's responsibility to supply a type of inserts that does not infringe Canada Post regulations. Production fees will be payable to the publisher for any changes to existing advertising material. A copy proof of the advertiser's ad will be provided if advertiser conforms to the publication's production deadlines. Publisher will not be responsible for poor reproduction if advertising material supplied does not respect publisher's material specifications. Publisher can not guarantee quality control verification of any advertising material received after publication's production deadlines.

## AREA RATE CARD

	INSIDE FRONT COVER \$5,585		INSIDE BACK COVER \$6,205
	OUTSIDE BACK COVER \$5,380		FULL PAGE \$4,625
	DOUBLE PAGE SPREAD \$8,315		1/2 PAGE HORIZONTAL \$2,655
	HALF PAGE SPREAD \$4,790		1/2 PAGE VERTICAL \$2,655
	1/3 PAGE VERTICAL \$2,055		1/3 PAGE HORIZONTAL \$2,055
	1/4 PAGE \$1,435		1/6 PAGE \$1,000

ALL OUR RATES ARE NET • 4-COLOR PROCESS ADVERTISEMENTS  
GUARANTEED POSITION: 20% premium • ADVERTISING INSERTS: Rates upon request