

RATES 2017

Effective until December 31, 2017



Tennis-mag is produced and published by Tennis Québec.

TENNIS-MAG

Also offered in digital format!

Published 4 times yearly

TENNIS-MAG IS :

- Quebec's ONLY PRINT MAGAZINE
- Available in DIGITAL format
- Canada's MOST RENOWNED tennis magazine
- The only magazine DISTRIBUTED FOR FREE at the ROGERS CUP
- A QUALITY ADVERTISING VEHICLE
- Comprehensive coverage of Quebec and Canadian tennis activities
- Numerous in-depth features, news, articles and columns, including :
 - "Lignes de fond" by Valérie Tétreault (The Baseline)
 - "L'entraînement et Courts des Stars" by Andréanne Martin (Training Features)
 - "Jeu, manche et match... de la vie!" (Game, Set and Match... For Life!)
 - "Mieux-être" (Your Well-Being)
 - "What's New?"



www.tennis.qc.ca

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Update : June 8, 2017

ADVERTISING RATES

Ad FORMAT	TENNIS-MAG (PRINT AND DIGITAL)							
	Non-member				Member			
	1x	2x	3x	4x	1x	2x	3x	4x
1/3 Page Horizontal	\$915	\$870	\$825	\$780	\$825	\$780	\$730	\$685
1/2 Page Horizontal	\$1,225	\$1,165	\$1,105	\$1,040	\$1,105	\$1,040	\$980	\$920
Full Inside Page	\$1,625	\$1,545	\$1,465	\$1,380	\$1,465	\$1,380	\$1,300	\$1,220
Inside Cover Front (C2)	\$1,995	\$1,895	\$1,795	\$1,695	\$1,795	\$1,695	\$1,595	\$1,495
Inside Cover Back (C3)	\$1,995	\$1,895	\$1,795	\$1,695	\$1,795	\$1,695	\$1,595	\$1,495
Page 3	\$1,995	\$1,895	\$1,795	\$1,695	\$1,795	\$1,695	\$1,595	\$1,495
Summary Full Page	\$2,175	\$2,065	\$1,960	\$1,850	\$1,960	\$1,850	\$1,740	\$1,630
Back Cover (C4)	\$2,250	\$2,135	\$2,025	\$1,915	\$2,025	\$1,915	\$1,800	\$1,690
Double Half Page (False "Spread")	\$2,000	\$1,900	\$1,800	\$1,700	\$1,800	\$1,700	\$1,600	\$1,500
Double Half Page (Central Pages)	\$2,225	\$2,115	\$2,005	\$1,890	\$2,005	\$1,890	\$1,780	\$1,670
Double Full Page (False "Spread")	\$2,675	\$2,540	\$2,410	\$2,275	\$2,410	\$2,275	\$2,140	\$2,005
Double Full Page (Central Pages)	\$2,975	\$2,825	\$2,680	\$2,530	\$2,680	\$2,530	\$2,380	\$2,230

DISCOUNTS AND ADDITIONAL FEES

- Agency commission : 15 %
- Second ad in the same issue : -5 %
- Right page : +15 %
- Preferential position : +25 %
- Modification/change of a print ad into digital format* :
Rate of \$75/hour
- Translation (English to French) : 25 cents/word
(\$50 minimum – cost of ad modification not included)
- Adaptation, modification, corrections and graphic design :
Rate of \$75/hour

*Embedding video, adding hyperlinks, etc.

PAYMENT

- Net 30 days after publication date; late charges 2.5 % per month
- Applicable taxes : GST (5 %) and TVQ (9.975 %)
- Tax numbers : GST (R123559262) TVQ (1010573587)

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DEADLINES AND CIRCULATIONS

TENNIS-MAG (PRINT AND DIGITAL)					
PARUTION	2017 ISSUES	MINIMAL CIRCULATION PRINT/DIGITAL	SPACE RESERVATION	FINAL AD MATERIAL	MATERIAL TO PRODUCE BY TENNIS-MAG
# 106 - April 2017 (Tennis Camps)	Week of March 27	10,000/3,000+	March 2, 2017	March 13, 2017	March 8, 2017
# 107 - July 2017	Week of June 6	10,000/3,000+	May 8, 2017	May 15, 2017	May 10, 2017
# 108 - August 2017 (Rogers Cup)	Week of July 24	12,000/3,000+	June 19, 2017	June 26, 2017	June 21, 2017
# 109 - November 2017	Week of November 6	10,000/3,000+	October 10, 2017	October 16, 2017	October 11, 2017

*Distribution of the digital version via MailChimp. Guaranteed minimum number of contacts will increase with each issue.

TECHNICAL SPECIFICATIONS

ADVERTISEMENT FORMAT	WIDTH		HEIGHT	
	Inches	Centimeters	Inches	Centimeters
Double Full Page	15,5	39,4	9,75	24,8
Double Full Page With Bleed	16,5	41,9	10,75	27,3
Full Page	7,25	19,4	9,75	24,8
Full Page With Bleed	8,25	21,0	10,75	27,3
Double Half Page	15,5	39,4	4,75	12,1
Double Half Page With Bleed	16,5	41,9	5,25	13,3
1/2 Page Horizontal	7,25	18,4	4,75	12,1
1/2 Page Horizontal With Bleed	8,25	21,0	5,25	13,3
1/3 Page Horizontal	7,25	18,4	3,125	7,9

IMPORTANT : Bleed 0.125 po — 3 mm Security margin (text) 0.5 po — 1,3 cm Maximum ink density 280 %

Accepted files :

HIGH RESOLUTION PDF in CMYK (300 dpi) quality setting must be "PDF/X-1a:2001" with EMBEDDED FONTS and IMAGES.

File transfer :

By email to mkg@tennis.qc.ca in .ZIP Format .
Documents over 10 MB can be sent using a service like Dropbox or WeTransfer.

Documents created with a word processor (Microsoft Word or Word-Perfect) will be accepted ONLY if used to supply text to Tennis-mag for us to design your ad. Any images contained in those documents will not be processed.

CONTACT

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