

# RATES 2020

Effective until December 31, 2020



Tennis-mag is produced and published by Tennis Québec.

## TENNIS-MAG

Also offered in  
digital format!

Published  
3 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



TENNIS.QC.CA

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## ADVERTISING RATES

Ad FORMAT	Non-member			Member		
	1x	2x	3x	1x	2x	3x
Double Full Page (Central Pages)	\$2,975	\$2,825	\$2,680	\$2,680	\$2,530	\$2,380
Double Full Page	\$2,675	\$2,540	\$2,410	\$2,410	\$2,275	\$2,140
Back Cover (C4)	\$2,250	\$2,135	\$2,025	\$2,025	\$1,915	\$1,800
Double Half Page (Central Pages)	\$2,225	\$2,115	\$2,005	\$2,005	\$1,890	\$1,780
Page 4 (next to summary page)	\$2,175	\$2,065	\$1,960	\$1,960	\$1,850	\$1,740
Double Half Page	\$2,000	\$1,900	\$1,800	\$1,800	\$1,700	\$1,600
Page 2 (C2), page 3, Inside Back Cover (C3)	\$1,995	\$1,895	\$1,795	\$1,795	\$1,695	\$1,595
Regular Full Page	\$1,625	\$1,545	\$1,465	\$1,465	\$1,380	\$1,300
1/2 Page Horizontal	\$1,225	\$1,165	\$1,105	\$1,105	\$1,040	\$980
1/3 Page Horizontal	\$915	\$870	\$825	\$825	\$780	\$730

For extra visibility, contact us about inserts and bagging!

### 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, modifications, 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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Update : February 14, 2020

## DEADLINES AND CIRCULATIONS

PARUTION	2020 ISSUES	MINIMAL CIRCULATION PRINT/DIGITAL*	DEADLINE SPACE RESERVATION	DEADLINE AD MATERIAL
# 117 - June 2020 (Summer Tennis Camps)	Week of May 4	10,000/5,000 +	March 9	March 16
# 118 - August 2020 (Rogers Cup)	Week of July 13	12,000/5,000 +	May 19	May 25
# 119 - December 2020	Week of November 23	10,000/5,000 +	September 28	October 5

\*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 dev-clients@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

### Martijn Kentie

Client Development and Marketing Consultant  
514 270-6060, ext. 602 dev-clients@tennis.qc.ca

### Tennis Québec

285, Gary-Carter Street  
Montreal QC H2R 2W1

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