



EDITORIAL VISION

"The Marketplace Mag" is the perfect advertising partnership for the local small business owner.

This publication is intended to target the exact local market that each individual business owner would target themselves.

Each publication is owned and operated by local franchisees that hold intimate knowledge of the local area, it's people, and the local business environment.

The team behind **"The Marketplace Mag"** possesses extensive design, publishing, and marketing experience, working for a variety of top level companies. It is our goal to leverage this experience to bring an extremely high level of quality to a highly effective marketing publication, yet create such efficiencies as to offer this product at an extraordinary value to each local partner.

As a result, in striving to **"Reach your target"** we create long standing positive relationships with our clients.



THE TARGETED MARKETPLACE

67% of consumer Direct Mail is opened, 45% is opened and read*

32% of consumers had responded to Direct Mail at least once in the past 12 months, with 34% saying they had ever made a purchase*

Consumers are from households with above average combined family income.

Many consumers are new to the targeted area and have not yet sourced local providers for many products and services.

Residents of the targeted area are active purchasers of the products and services offered by local businesses.

Homeowners in the targeted area enjoy a higher average level of disposable income.

* DMIS



EXCLUSIVITY

Restricted number of pages which ensure maximum exposure of each advertiser. (Each publication will only contain a maximum of 26 advertisements once this level is reached a waiting list will be formed and existing partners will maintain first-right of refusal)

A maximum of 2 advertisers per industry in each publication.

LUXURY

Marketplace is an 9" x 5.5' sized, colour only, aqueous gloss magazine published on 100 lb premium stock.

VALUE

Featuring only half and full-page advertisements overseen by expert designers with extensive advertising and design experience.

(The comparable cost of design, print, distribution, postage, and facilitation of each 9" x 5.5" page is \$4,500 if prepared separately)

CONVENIENCE

Quarterly publication which provides useful information about your community in every issue. Convenient 9" x 5.5" sizing.

TEAMWORK

Branded display stands distributed to targeted partner advertisers within each "Marketplace" for increased visibility.

RELEVANCE

All distribution is in local targeted "Marketplaces" ensuring 100% relevance to each advertiser. "The Marketplace Mag" truly reaches your target.

SIMPLICITY

The team at "The Marketplace Mag" is only one call away from handling any aspect of your advertising needs, a true partner like this is hard to find.

MULTIMEDIA

"The Marketplace Mag" website offers additional value at no-cost to magazine advertisers. www.themarketplacemag.com

LOCAL

Wholly owned and operated by local merchants just like all of its clientele.

ENVIRONMENTAL

Environment-friendly waterless printing process supported by WWF (World Wildlife Fund) and the Canadian Environmental Choice. Printed on recycled paper.

2006 RATE CARD:

	1X	2X	4X
1/2 Page	\$499	\$474	\$449
Full Page	\$899	\$854	\$810
Inside Covers	\$1,199	\$1,139	\$1,080
Outside Back Cover	\$1,499	\$1,424	\$1,350

ADVERTISING SCHEDULE:

Issue	Ad Closing	Material Due
June 9th 2006 (Summer)	May 22	May 26
September 8th 2006 (Fall)	Aug 21	Aug 25
December 1st 2006 (Christmas)	Nov 6	Nov 10
February 23rd 2007 (Spring)	Feb 5	Feb 9

MATERIAL SPECIFICATIONS:

Submission: All ads must be supplied digitally. Ads may be supplied on CD, DVD, via FTP, or Email, and must be accompanied by a press-accurate proof.

Scanning: No less than 300 dpi.

Proofs: All files must be accompanied by a Digital Color Proof made from the file being sent. The digital color proof must be representative of the ad on the disk.

Digital File Specifications: EPS or PDF file format is required.

Application Files: Quark Xpress, Photoshop (saved as EPS, at least 300 dpi), Illustrator (with type converted to outlines and saved as EPS), Freehand (with type converted to paths, saved as EPS, and all link files supplied), and Pagemaker (any embedded graphics must be supplied as separate files).

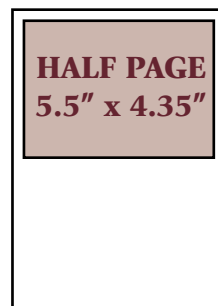
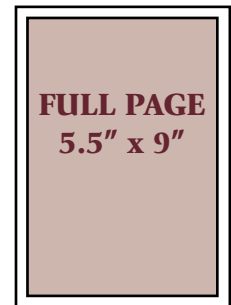
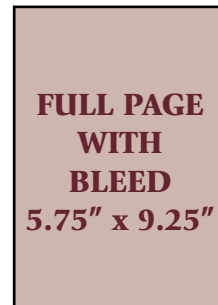
Images: Include all graphic images. Minimum 300 dpi required for full-color artwork or grayscale.

Color: All files must be CMYK. No spot, RGB, Lab, Indexed, ICC-based or calibrated color. Any Black used should be 100% Black. Pantone colors within application color pallet must be created as process blends.

Fonts: All fonts must be converted to outlines.

Support: For questions regarding the submission of artwork - support@themarketplacemag.com

Page Sizes and Layouts are as Follows:



The Marketplace Mag will not be responsible for production problems resulting from poor client-supplied materials. All advertising materials will be destroyed by the publisher if not requested one year after the date last used.

Production Costs: All special photography, scanning, close cropping, retouching, and illustrations are subject to additional charges. Contact your account representative for pricing.



CIRCULATION:

20,000 Total Circulation

18,000 Distributed by direct mail to each home in the targeted area "Marketplace"

2,000 Newstand copies available throughout the targeted area "Marketplace"

COVERAGE AREA:

2,508 Joshua's Creek

2,340 Old Glen Abbey (Glen Abbey Golf Course Area)

1,518 Falgarwood

7,008 River Oaks / Neyagawa Blvd.

4,046 West Oak Trails

COVERAGE MAP:





CIRCULATION:

12,000 Total Circulation

9,000 Distributed by direct mail to each home in the targeted area "Marketplace"

3,000 Newstand copies available throughout the targeted area "Marketplace"

COVERAGE AREA:

1,210 Old Oakville

1,048 Morrison Road Area

1,788 Ford Drive Area

1,972 Central Oakville

2,027 Sherwood Heights

COVERAGE MAP:





ADVERTISING PARTNERSHIP ORDER FORM:

Order Date: _____

Advertiser: _____

Brand: _____

Address: _____

Contact Name: _____

Telephone: _____

Fax: _____

E-mail: _____

Bill To: _____

Issue Dates: _____

Ad Size: _____

Special Positioning: _____

Net Cost: _____

Frequency: _____ Discount: _____

Tax: _____

Authorized By (Signature): _____

Print Name: _____ Title: _____ Date: _____

Please make all cheques payable to LIA Communications. Re. The Marketplace Mag



TERMS AND CONDITIONS:

- 1) The publisher holds the right to repeat the previous issues advertisement of any contract advertiser if copy is not received by the stated closing date.
- 2) All contracts received after the announcement of new rates will be honoured at existing rates until the effective date of new rates, at which time the new rates apply.
- 3) All advertising copy is subject to approval of the publisher. Advertiser and advertising agency assume liability for all content (including text, representation and illustrations) of advertisements printed and also assume responsibility for any claims arising therefrom against the publisher.
- 4) Advertiser and advertising agency agree that LIA Communications shall be under no liability for their failure for any cause to insert any advertisement.
- 5) Photographs and additional production costs made or incurred for advertisers are charged separately, in addition, to space charges.
- 6) Verbal agreements are not recognized by the company.
- 7) Publisher is not bound by any conditions, printed or otherwise, appearing on contracts or copy instructions when such conflict with policies covered by this rate card.
- 8) Publisher will not be responsible for fidelity of colour reproduction unless progressively pulled proofs are supplied.
- 9) All negatives, engravings, electrotypes, etc., will be destroyed by the publisher if not demanded after one year of last use.
- 10) The publisher is not responsible for the incorrect appearance of key numbers.
- 11) The advertiser agrees that the publisher shall not be liable for damages arising out of errors in advertisements beyond the amount charged for the space actually occupied in advertisement in which the error occurred, whether such error is due to the negligence of his servants or otherwise, there will be no liability for non-insertion of any advertisements beyond the amount charged for the same.
- 12) Invoices are due when rendered. Overdue accounts are charged 2% per month. Accounts are subject to credit verification before acceptance. Accounts are payable in Canadian funds. No agency commissions on extra mechanical charges, reprints, retail display advertising, retail classifieds, direct response, real estate, education or charitable ads.

Signature: _____

Print Name: _____

Title: _____

Date: _____