

canadian autoRecyclers magazine

canadianautorecycler.com

RATE
CARD
2016

In partnering with the Automotive Recyclers of Canada, **Canadian Auto Recyclers magazine**, issued annually, showcases the most modern and progressive auto recycling facilities from across the country. Published since 2006, each issue is steeped in forward thinking practices and environmentally conscious programs. This publication offers a comprehensive look at the recycling industry and describes how these companies are making a positive contribution to the Canadian economy. The magazine is bilingual and offers exclusive articles on parts, the environment, association updates, the mechanical sector, and much, much more.

Prior to the involvement of **Collision Repair magazine** the auto recycling industry never felt as though we had any influence, or we were even a part of the collision industry at large. Much of what has happened in the past ten years is a credit to the constant and tireless effort that **Collision Repair magazine** has put forth.

-David Gold, Co-Owner of Standard Auto Wreckers



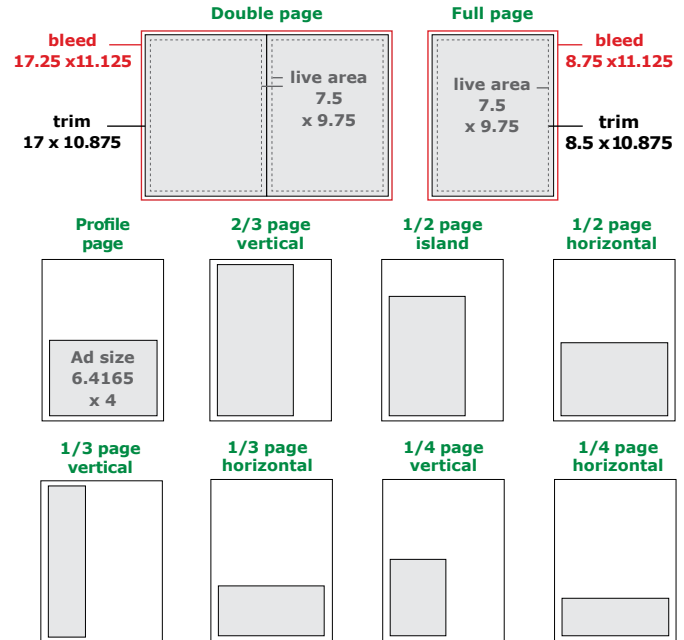
EDITORIAL CALENDAR 2016

ISSUE	MONTH	CONTENT
Vol. 11 #1	January 2017	<p>Continuous Improvement</p> <ul style="list-style-type: none"> Licensing Landscape: See which of Canada's provinces are stepping up to raise the professional bar. Audited for Excellence: Canada's progressive recyclers hit top marks for environmental protection.



print specifications

SIZE	WIDTH (in)	HEIGHT (in)
Double page (add 0.125" bleed to all sides)	(trim) 17	(trim) 10.875
Full page (add 0.125" bleed to all sides)	(trim) 8.5	(trim) 10.875
Profile page (includes 1/2 editorial and 1/2 page ad)	(trim) 8.5	(trim) 10.875
2/3 page	4.75	9.375
1/2 page island	4.5	7.25
1/2 page horizontal	7.5	4.75
1/3 page vertical	2.25	9.75
1/3 page horizontal	7.5	3.5
1/4 page vertical	3.5	4.75
1/4 page horizontal	7.5	2



Publication: Annual
Printing: Web offset
Format: Computer-to-plate
Colour: CMYK
Binding: Perfect bound
Resolution: 300 dpi @100%
Magazine Trim Size: 8.5" W x 10.875" H

Transmission: Ads under 20MB can be sent via email to candace@mediamatters.ca. If ad is over 20MB, please provide a link or FTP information.
Cancellations: Not accepted after material deadline. Please see the 2014/2015 publication schedule.
Special Classifications: The word "Advertisement" will be placed above copy which, in the opinion of the publisher, resembles editorial matter.

Supplied Materials: PDF/X1a, or a generic PDF, including embedded fonts and CMYK data, created to digital Magazine Advertising Canadian Specifications (dMACSCS). Media Matters Inc. does not accept responsibility for colour or colour trapping or material content that does not conform to Magazines Advertising Canadian Specifications (MACSCS). Production charges apply for material not supplied to specification. Original production material will be stored by Publisher for one year and then destroyed unless otherwise advised by the advertiser or agency.

contract & copy conditions

- Publisher is not bound by any conditions, printed or otherwise, on contract or copy instructions when such conflict with policies covered by this rate card.
- Advertisers and advertising agencies assume liability for all content (including text, representation and illustrations) of advertisements printed, and also assume responsibility for any claims and costs arising there from against the publisher.
- Cancellations are not accepted on contracts or insertion orders for covers, special positions, special sections, special issues, special editions, copy split runs and inserts.
- Contracts in force for six months or more may be upgraded, resulting in a space credit for the advertiser, not cash rebates. Such credits must be utilized within 60 days of the expiration of the old contract.
- Advertisers and advertising agencies agree that Media Matters Inc. shall be under no liability for its

- failure for any cause to publish any advertisement.
- Publisher shall be entitled to payment as herein provided upon having completed printing of the advertising and having taken reasonable steps to see that the publication will be distributed.
- Acceptability of all advertising is at the discretion of the publisher.
- Any claim rendered by the advertiser or agency against this magazine, must be filed with the magazine in writing within 60 days following the expiration of the contract.
- Verbal agreements are not recognized by the company.
- Prices are subject to the addition of 5% goods and services tax (HST) where applicable.
- Warranty: the publisher warrants that the deduction of advertising costs for advertising in this periodical is not restricted by section 19 of the Canadian Income Tax Act. Advertisers who file Canadian tax returns can claim the advertising costs of the publication as business expense.