



LPMA Membership Directory RATE CARD | 2017-2018

POSITIONING	COLOUR	COST	SIZE (INCHES)
Inside Front Cover:	4-colour	\$1695	5.125 x 8
Inside Back Cover:	4-colour	\$1250	5.125 x 8
Outside Back Cover:	4-colour	\$1695	5.125 x 8
Full-page Section Tab:	4-colour	\$850	4.625 x 8
Full-page Ad	4-colour	\$695	4.625 x 8
1/2-page Display Ad:	Black & White	\$250	4.625 x 3.875

***** Deadline for artwork is Monday, August 14th, WITH NO EXCEPTIONS *****

The attached Insertion Order/Advertising Contract must be filled out and returned to guarantee booking of space. Space is limited!

ARTWORK SPECIFICATIONS:

Digital files must be provided via email. Acceptable formats must be hi-res JPEG, TIFF, Adobe Illustrator EPS (type converted to outlines) or hi-res PDF (fonts must be embedded or converted to outlines). We do not accept MS Word, Powerpoint, or Publisher files. Resolution must be 300dpi for 4-colour, 150dpi or greater for black & white. All ads **MUST** be provided at the correct size, as outlined on this rate card.

DESIGN SERVICES:

Don't have an art department or the time to put together an impactful ad yourself? Let us do it for you! Our team of creative and experienced designers would be happy to help you out. Prices vary depending on ad size and colours. Call for a quote, and let us do the work for you. Don't miss out on this great opportunity to give your company prime exposure in this competitive marketplace.

CONTACT:

All artwork and inquiries regarding advertising and/or design should be forwarded to:

Petra Phillips
Mousetrap Designs
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T: 416.543.1959 | E: LPMAbook@gmail.com