

08

nextMEDIA

Monetizing Digital Media

ADVERTISING RATE CARD

as of June 18, 2008

Fax to: (416) 921-9878

Please add your information into the fields and print a copy of this form to be faxed.

Name: _____

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PLACE ORDER

Outside Back Cover Inside Front Cover Inside Back Cover

Full Page

Rate(s) Total: \$ _____ + 5% GST

PAYMENT

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(Please make cheques payable to Achilles Media Ltd.)

Visa MasterCard American Express

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EVENT GUIDE

The event guide is the primary source of information for delegates. It will contain the event schedule, profiles of panelists and session speakers, and maps of the event site. Advertising in the Guide represents an investment in visibility at a leading international new media event

RATES

Outside back cover (colour)	\$1,500
Inside front cover (colour)	\$1,000
inside back cover (colour)	\$900
Full page (b&w)	\$750

Full Page (Trim Size)
133 mm x 210 mm
5.25" x 8.25"



Full Page with Bleed
140 mm x 216 mm
5.5" x 8.5"



FILE SET UP

Please send your ad files in one of the following formats.

1. Press Ready PDF – Include 1/4" bleed and crop area
2. Illustrator EPS File – Include 1/4" bleed. Convert all fonts to outlines and embed all images
3. Hi-Res TIFF or JPG – Include 1/4" bleed. Image must have a minimum resolution of 300 DPI
4. Adobe InDesign Document – Include all supporting files and fonts

FILE TRANSFER

Digital files can be uploaded to our FTP server or e-mailed to ads@achillesmedia.com detailing file name, publication and client. FTP transfers will require software such as Fetch, Transmit, Interarchy, CUTEFTP to upload to our server. Our FTP server is not accessible through a browser (i.e., Internet Explorer).

FTP Information:

Server: ftp.achillesmedia.com
Username: achillesmedia
Password: upload123

Contact Information:

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Partnership Executive
Tel: (416) 921-3171 x224 • Fax: (416) 921-9878
E-mail: rfrancia@achillesmedia.com

ADVERTISING DEADLINE:

Oct. 24, 2008