



Published by Twa Industries Inc.
203 – 304 Main Street, Suite 506
Airdrie, Alberta T4B 2T1 Canada
Phone: 403.912.6881
Fax: 403.912.2656
Email: advertise@canadianstamper.ca
ISSN 1703-2903

Information for Advertisers

Canadian Stamper's objective is to emphasize the variety and splendour of materials and resources available, particularly in the Canadian market, which will enhance the readers' creative journey in artistic rubber-stamping and paper craft arts.

We continue to work with manufacturers, distributors, and retailers of artistic rubber-stamps and paper craft accessories; informing readers about products and services that will make their artistic creations easier, economical and more rewarding.

Canadian Stamper is the only Canadian magazine dedicated to the art of rubber-stamping and the increasingly expanding world of paper crafting arts. Our editorial calendar is ambitious and wide-ranging reflecting Canadian provincial and territorial regions in addition to seasonal themed focuses such as the holidays. Canadian Stamper is published six times per year providing better value to the advertisers marketing budget.

Advertising rates and bonus specials make advertising with us very attractive. Advertisers receive a complimentary copy of the issue in which their ad(s) appear. Advertisers receive a complimentary listing in the Retailer Directory for each issue in which they place a display ad. Advertiser's also receive a complimentary Website image advertisement, and link to your website, where applicable.

Let us carry your message to the audience you want to access. If you are trying to reach artistic rubber-stamp and paper craft arts consumers, let **Canadian Stamper**, the only magazine dedicated to Canada's rubber-stamp and paper craft artists and hobbyists, go to work for you!

Should your establishment offer crafting products or services of interest to rubber-stamp and paper craft artists, and you would like them reviewed in **Canadian Stamper's** editorial of 'New Products', please send a sample of the product, book, catalogue, or brochure to the attention of the Art Director, **Canadian Stamper**.

Lastly, whenever possible, please let **Canadian Stamper** know of future developments and news regarding your establishment and the crafting community in your area that we can complimentary publish in the 'Whatz Happenin' column.

You will find the current Advertising Schedule, Rate Card, Specifications, and Advertising Confirmation Agreement attached for your perusal, we look forward to your establishment's advertisement.

Sincerely,

Lesley M. Twa
Editor - Publisher

Attachments

Advertising Schedule

Cover	Theme	Space Reservation	Materials Due	Distribution Date
July ~ August 2003	Alberta, Canada, Native Art	May 26, 2003	Jun. 6, 2003	Jun. 25, 2003
September ~ October 2003	British Columbia, Thanksgiving, Bountiful Harvests	Jul. 28, 2003	Aug. 8, 2003	Aug. 25, 2003
November ~ December 2003	Manitoba, Celebrate the Season	Sept. 22, 2003	Oct. 3, 2003	Oct. 24, 2003
January ~ February 2004	New Brunswick, Charming Treasures & Trinkets, With Love	Nov. 24, 2003	Dec. 5, 2003	Dec. 29, 2003
March ~ April 2004	Newfoundland and Labrador, Easter Celebration, Teddy Bear Picnic	Jan. 26, 2004	Feb. 6, 2004	Feb. 25, 2004
May ~ June 2004	Northwest Territories, Cherished Mothers, Honoured Fathers, Aviation	Mar. 29, 2004	Apr. 9, 2004	Apr. 26, 2004

Rate Card – Effective June 2003

Ad Size	Dimensions	Single Insertion (no discount)	Six (6) Insertion Contract (15% discount)
Full Page - finish trim ≈ 8.25" x 10.75" - live image area 7.25" x 9.75"	Width: 7 ¼" (184 mm) Height: 9 ¾" (248 mm)	\$480.00	\$408.00
¾ Page	Width: 5 ⅜" (137 mm) Height: 9 ¾" (248 mm)	\$408.00	\$346.80
½ Page Horizontal	Width: 7 ¼" (184 mm) Height: 4 ¾" (121 mm)	\$288.00	\$244.80
½ Page Vertical	Width: 3 ½" (89 mm) Height: 9 ¾" (248 mm)	\$288.00	\$244.80
¼ Page Horizontal	Width: 7 ¼" (184 mm) Height: 2 ¼" (57 mm)	\$168.00	\$134.40
¼ Page Vertical	Width: 3 ½" (89 mm) Height: 4 ¾" (121 mm)	\$168.00	\$134.40
⅛ Page	Width: 3 ½" (89 mm) Height: 2 ¼" (57 mm)	\$96.00	\$81.60
Cover Ad - Inside Back	Width: 7 ¼" (184 mm) Height: 9 ¾" (248 mm)	\$560.00	\$476.00
Cover Ad - Outside Back	Width: 7 ¼" (184 mm) Height: 9 ¾" (248 mm)	\$640.00	\$544.00

Currency and tax policies - Registration Number 865896583:
Canadian companies, rates are payable in Canadian funds, add GST / HST to above rates as applicable.
Companies outside of Canada, above rates are payable in USD and GST / HST is not applicable.



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Specifications

Canadian Stamper works in a PC compatible environment. **Canadian Stamper** is published by Twa Industries Inc., and is four colour produced providing outstanding brilliant colour. We prefer advertising media to come in an electronic form (CD, Zip Disk, or Email) camera-ready, however; high-resolution hard copy original ads will also be accepted and a minimum production charge will apply.

Compatible Media: CD or Iomega Zip 100 MB, media can be returned two (2) weeks following publication date if requested.

Data Formats: PC Platform only: PDF, EPS, TIFF
Acrobat PDF files
CorelDraw - up to version 9.0 (save as AI, or EPS, convert all text to curves)
Adobe Illustrator - up to version 10.0 (save as EPS)
Adobe Photoshop - up to version 7.0 (save as TIFF or EPS)
Microsoft Publisher 2002 (production charges apply)
Microsoft Word 2002 (production charges apply)

Color and Fonts: Electronic submissions must be saved at 100% in CMYK to SWOP standards. Digital files must be at a minimum 300 dpi resolution. All images and elements placed at 100% with a minimum resolution of 300 dpi. All black and white images as grey scale. Include all fonts unless they have been converted to curves. Embed all fonts and all images in PDF files. Line art resolution best at 600 dpi. Fonts will be substituted with a similar font, if font not provided. GIF and JPG files do not generally provide sufficient high resolution for satisfactory print reproduction.

Submission: Email: advertise@canadianstamper.ca send your file as a single file, up to 10 MB attached to your e-mail message; include a contact name and telephone number in the body of the message. Advise us in the email what you are sending, what program it was created in, and in what format. Please fax a copy of the advertisement to (403) 912-2656.

Mail: Attn: Advertising Department
Canadian Stamper Magazine
203 - 304 Main Street, Suite 506
Airdrie, AB T4B 2T1 Canada
Please fax a copy of the advertisement to (403) 912-2656.

Production Charges: Where camera-ready ads are not supplied, **Canadian Stamper** offers assembly or make-up services, and will produce ads based on rough layout provided by the advertiser. If logo, photo, or other graphic is to be included, they must be provided in camera-ready format. Faxed ad copy, and ads saved in word processing format (i.e. Microsoft Word, Microsoft Publisher, Text Format (*.RTF), or Simple text (*.TXT) are not camera-ready. Production charges for scanning, film work, typesetting, assembly, proofs, and make-up services are Forty-Five Dollars (\$45.00) per hour, with a half-hour minimum.

Currency and Tax Policies: Registration Number 865896583
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Advertising Confirmation Agreement

Business Name: _____

Contact Person: _____

Mailing Address: _____

City: _____ Province / State: _____

Postal Code / Zip Code: _____ Country: _____

Phone Number: (____) _____ Fax Number: (____) _____

Web Site Address: _____

Email Address: _____

- Ad Size: Full Page ¾ Page ½ Page Horizontal
- ½ Page Vertical ¼ Page Horizontal ¼ Page Vertical
- ⅛ Page Cover Ad - Inside Back Cover Ad - Outside Back

- Ad to begin in issue: Jan / Feb Mar / Apr May / Jun
- Jul / Aug Sep / Oct Nov / Dec

Payment: Payment is due upon receipt of invoice. 2% per month, (annual rate 26.82%) will be charged on accounts over thirty days. No agency discounts will be allowed on accounts over thirty days. Prepayment is required for first time advertisers. 50% of payment due upon space reservation; balance due on publication. Publisher reserves the right to refuse any ad if account balance is not paid in total prior to space reservation of next issue. Canadian companies, rates are payable in Canadian funds, add GST / HST to above rates as applicable. Companies outside of Canada, rates are payable in USD and GST / HST is not applicable.

Deadlines: No ads or materials will be accepted beyond deadlines without prior approval and a 10% surcharge may be added to the advertisement rate.

Conditions: All advertising bookings must be in writing on the **Canadian Stamper** advertising confirmation agreement, or your purchase order. All verbal instructions regarding contracts or insertions must be confirmed in writing. Publisher will not be bound by conditions appearing on purchase orders or copy instructions which conflict in any way with this advertising confirmation agreement. GST / HST is added to all advertising and production charges where applicable. If six insertion contract is cancelled before completion, advertiser will be billed the single insertion rate on ads already published.

Advertisement Price: _____ Date: _____

- Single Insertion (no discount) Six (6) Insertion Contract (15% discount)

I have read and understood all terms and conditions of this advertising confirmation agreement:

Authorized by (please print): _____

Signature: _____

Fax authorized advertising confirmation agreement to: (403) 912-2656