

the *PULSE* Rate Sheet

Colour Ad Rates*

Frequency	1 ISSUE	2 ISSUES	3 ISSUES	4 ISSUES
Outside Back Cover	\$1540	\$1463	\$1386	\$1232
Inside Front/Back Cover	\$1320	\$1254	\$1188	\$1056
Full page	\$990	\$940	\$891	\$792
1/2 page	\$605	\$578	\$545	\$484
1/3 page	\$550	\$523	\$495	\$440
1/4 page	\$412	\$385	\$369	\$330

*Colour ads are 4 colour process (CMKY), spot colours are not available.

B/W Ad Rates

Frequency	1 ISSUE	2 ISSUES	3 ISSUES	4 ISSUES
Full page	\$880	\$836	\$792	\$704
1/2 page	\$495	\$473	\$445	\$396
1/3 page	\$440	\$418	\$396	\$352
1/4 page	\$358	\$341	\$330	\$286

Inserts

Inserts are \$700 + HST per page (8 1/2 "x 11") regular paper stock, quantity required is 800. Multiple page inserts will be charged \$200/additional page. Inserts can be shipped directly to:

Welch & Quest Ltd.
Attn: Steve Whelpton (*the PULSE*)
303 Bering Avenue
Toronto, Ontario
M8Z 3A5
Phone 647-340-3311

Inserts are to arrive on the ARRIVE BY date unless alternate arrangements have been pre-arranged. Please call the OAND to verify number of inserts required for each issue.

Classifieds

Classifieds are \$1/word + HST (max. of 50 words). Please attach a hard copy of listing to the order form. We will confirm word count and copy by email.

**INCREASE YOUR ADVERTISING BUYING POWER, BECOME AN OAND CORPORATE MEMBER
- contact Ronda Parkes, Director of Marketing 416-233-2001 EXT. 228**