

Tips • Projects • Fresh ideas • Latest new products • Trends • Contest

Scrapbook **extra** k

The ultimate guide for your creativity



15 000
copies
distributed
in Quebec

6 issues
a year

Available in all
scrapbook
stores

ADVERTISING RATE CARD

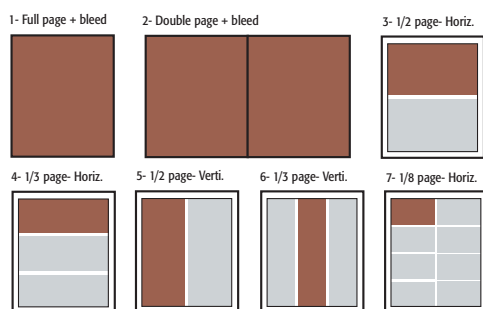
The best way to reach a virtually untapped
and growing french Canadian market

ADVERTISING RATE CARD

AD SIZES & COSTS

Cover Page (back)	8.375" x 10.875"	\$1 350
Cover Page (inside)	8.375" x 10.875"	\$1 150
1- Full page	8.375" x 10.875"	\$950
2- Double page (spread)	16.75" x 10.875"	\$2 150
3- 1/2 Page horizontal	7.125" x 4.75"	\$550
4- 1/3 Page horizontal	7.125" x 3"	\$375
5- 1/2 Page vertical	3.5" x 9.625"	\$550
6- 1/3 Page vertical	2.125" x 9.625"	\$375
7- 1/8 Page (Business card size)	3.25" x 2.25"	\$150
8- « Bonnes adresses » Retail store directory		\$50*

(Store name, address, phone, fax, email/web address)
*Price per issue / must sign-up for 6 issues at a time.



10% Discount / 6 issues per year

ADDS AND DEADLINES

Scrapbook Extra is published 6 times a year, at the end of January, Mars, Mai, July, September and November. Your add booking must be made 40 days before the end of each of these months and your completed add must be in 30 days before publication dates.

Cancellations

No cancellations will be accepted after booking dates.

DESIGN SERVICE

Éditions Jean Robert offers a complete ad design service for your advertising needs. Ask us about our rates.



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PUBLICITY STANDARDS

TWO SIMPLE WAYS TO FORWARD YOUR ADVERTISING MATERIAL :

1- SITE FTP

Address : <ftp.editionsjeanrobert.com>

ID : **jeanrobert**

Password : **editions%6335**

Please contact the advertising representative at the following address :

scrapbookextra@editionsjeanrobert.com

once your material has been placed onto the FTP site.

2- E-MAIL

If your material takes up less than 5 mb, you can forward it by email to the following address :

scrapbookextra@editionsjeanrobert.com

GRAPHICS STANDARDS

TECHNICAL SPECS

Paper: 160M

Cover: 8 points

Number of pages: 88 or more

Print run: 15 000 copies

COMPUTER GRAPHICS SPECS

Page size: 8.375" X 10.875"

Security margin (text): 0.5"

Bleed: 0.125"

Line screen: 150 lpi (image - 300 dpi)

ACCEPTED SOFTWARE

QuarkXpress

InDesign

Photoshop (.eps or .tiff)

Illustrator (.ai or .eps)

PDF High-Res

- Ensure all linking files and fonts are supplied.
Convert Illustrator files to curves / outlines.
- Convert RGB files to CMYK.
- All ads requiring changes are subject to a design fee.