

Advertise in the only publication with comprehensive coverage of classical, new music, jazz and world music in Southern Ontario. Circulation: minimum 30,000 audited copies per issue. WholeNote Magazine is published 10 times a year, monthly except for combined issues in July/August and December/January

Black & White Ads: Community Display Advertising Rates, per insertion (GST extra)

***A NOTE TO CONCERT PRESENTERS REGARDING MEMBER RATES and PRIVILEGES:**

Concert presenters are entitled to a 25% discount on all advertising, **upon payment of a \$210 annual Membership Fee**. In addition, membership entitles concert presenters to a 175-word PROFILE in the October issue of WholeNote and on the WholeNote website at www.thewholenote.com for the full year. (For Memberships call 416-323-2232.)

AD NAME and Page Size /Location	SIZE in column inches	TYPICAL AD DIMENSIONS				RATE: Single insertion only	10% OFF Ads in 3 consecutive issues (per insertion)	20% OFF Ads in 5 consecutive issues (per insertion)	25% OFF Concert Presenters* (See above)
		4 columns 7.25" wide	3 columns 5.25" wide	2 columns 3.5" wide	1 column 1.75" wide				
Double Page	80	10" + 10"	—	—	—	\$2,944.00	\$2,649.60	\$2,355.20	\$2,208.00
Full Page (inner pages)	40	10" high	—	—	—	1,504.00	1,353.60	1,203.20	1,128.00
Three-quarters	30	7.5" high	10" high	—	—	1,152.00	1,036.80	921.60	864.00
Half Page (standard)	20	5" high	—	10" high	—	768.00	691.20	614.40	576.00
Two-fifths	16	4" high	—	8" high	—	627.20	564.48	501.76	470.40
Three-tenths	12	3" high	—	6" high	—	480.00	432.00	384.00	360.00
Quarter	10	2.5" high	—	5" high	10" high	400.00	360.00	320.00	300.00
One-fifth	8	2" high	—	4" high	8" high	326.40	293.76	261.12	244.80
"Card Plus"	6	—	—	3" high	6" high	249.60	224.64	199.68	187.20
"Business Card"	4	—	—	2" high	4" high	169.60	152.64	135.68	127.20
Three-inch	3	—	—	—	3" high	129.60	116.64	103.68	97.20
"Photo Insert"	3	—	—	—	3" high	129.60	116.64	103.68	97.20
"Half Card"	2	—	—	—	2" high	88.00	79.20	70.40	66.00
Additional surcharges for ONE SPOT COLOUR on a black and white page:						235.00	212.00	188.00	176.00
AD PLACEMENT: Restrictions may apply on the placement of certain sizes of black and white ads.									
OTHER ADVERTISING: For advertising rates for our MarketPlace or Classified sections call 416-323-2232 or go to www.thewholenote.com									
Modular Agate Line Rate						\$2.86	\$2.57	\$2.29	\$2.15

Ad Preparation: Rates shown are for black and white ads supplied to finished size as press-ready PDF files (by e-mail or FTP), created to our specifications. Black and white ads supplied in other formats may incur additional downloading or conversion charges. Additional fees will apply for ads requiring further processing – including scanning of photos, ads of incorrect size or orientation, files received electronically that are missing fonts or images, have low-resolution images, or that present other design or layout complications requiring further work by WholeNote.

Layout and production assistance is available by telephoning 416-351-7171.

For details on mechanical specifications and typical ad sizes, please consult www.thewholenote.com/adrates

To reserve your ad, or for additional information about ad sizes, please call 416-323-2232.

Full Page size for printed area (B&W ads): 7.25" wide by 10" high.

Full Column Depth: 140 modular agate lines (560 lines per 4-column page)

Payment Terms: To be arranged at time of booking.

Advertising Inquiries and Bookings: Phone: 416-323-2232 Fax: 416-603-4791 E-mail: advertising@thewholenote.com

Ad copy and artwork: Phone: 416-323-2232 Fax: 416-603-4791 E-mail: adart@thewholenote.com

WholeNote Media Inc., 720 Bathurst St., Suite 503, Toronto ON, M5S 2R4 www.thewholenote.com