

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

### Colour Ads: Retail and Event Display Advertising Rates per insertion (GST extra)

**\*A NOTE TO CONCERT PRESENTERS: 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](http://www.thewholenote.com) (For Memberships call 416-323-2232.)

AD DESIGNATION Size/Location	SIZE in column inches	AD DIMENSIONS		RATES: Single insertion only	10% OFF Ads in 3 consecutive issues (per insertion)	20% OFF Ads in 5 consecutive issues (per insertion)	MEMBERS  Concert Presenters See above ✦
		Height in inches (Trim Size)	Width in inches				
<b>FULL PAGE</b>	40.00						
Back Cover		10.75	8.125	\$2,788.00	\$2,509.20	\$2,230.40	\$2,091.00
Pages 2 and 3		10.75	8.125	\$2,261.60	2,035.44	1,809.28	1,696.20
Inner Pages		10.75	8.125	\$2,036.00	1,832.40	1,628.80	1,527.00
As above, but no bleed		10	7.25	<i>Same pricing as shown for full bleed, above.</i>			
<b>TWO-THIRDS PAGE</b>	26.67			\$1,504.00	\$1,353.60	\$1,203.20	\$1,128.00
Vertical		10	4.625				
<b>ONE-HALF PAGE</b>	20.00			\$1,152.00	\$1,036.80	\$921.60	\$864.00
Horizontal		5	7.25				
Vertical		10	3.5				
<b>ONE-THIRD PAGE</b>	13.33	5	3.5	\$ 768.00	\$691.20	\$614.40	\$576.00
Horizontal		3.3	7.25				
Island		5	4.625				
Vertical		10	2.375				
<b>ONE-QUARTER PAGE</b>	10.00	5	3.5	\$ 576.00	\$510.00	\$460.00	\$432.00
<b>ONE-SIXTH PAGE</b>	6.67			\$ 480.00	\$432.00	\$384.00	\$360.00
Island		2.5	4.625				
Vertical		5	2.375				

**AD PLACEMENT:** Colour advertising is available at the front and the back of magazine only.

**OTHER ADVERTISING:** For our **Black and White** advertising rates call 416-323-2232 ext 26; for **MarketPlace** or **Classified** advertising rates call 416-323-2232 ext 25 or go to [www.thewholenote.com](http://www.thewholenote.com)

**Ad Preparation:** Rates shown are for press-ready PDF files (by FTP, e-mail, or CD ) created to our specifications. (Under special circumstances, WholeNote will undertake the design of colour ads. Please call 416-323-2232 for rates.)

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

For details on mechanical specifications, typical ad sizes and FTP access, please consult [www.thewholenote.com/adrates](http://www.thewholenote.com/adrates)

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

**Full Page size** for bleed ads is 8.125" wide by 10.75" high (trim size) plus 0.25" bleed allowance on all 4 sides - which is the preferred option for full-page colour ads. For non-bleed ads, the printed area is 7.25" wide by 10" high.

**Full Column Depth:** 140 modular agate lines (560 lines per 4-column page) for non-bleed ads.

**Payment Terms:** To be arranged at time of booking.

**Advertising Inquiries and Bookings:** Phone: 416-323-2232, ext 26 Fax: 416-603-4791 E-mail: [advertising@thewholenote.com](mailto:advertising@thewholenote.com)

**Ad copy and artwork:** Phone: 416-323-2232 ext 25 Fax: 416-603-4791 E-mail: [adart@thewholenote.com](mailto:adart@thewholenote.com)

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