

# *l'alimentation*

## YOUR REPRESENTATIVES

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## DEADLINES\*

Space booking:  
5 weeks before  
publication date

Final material: the 12th of  
the month prior publication

No cancellation  
after the closing date.

\*except for combined issues

## Major features in 2010

### JANUARY-FEBRUARY

#### Winter morning

Musts  
Bakery and cereal  
Asides

### MARCH

#### Practicality first

Hygiene, beauty and pharmacy  
Spring cleaning  
Keeping it practical

### APRIL

#### Cooling factor

Frozen foods  
Frozen desserts  
Refreshments

### MAY

#### Sure to please!

Outdoor cooking  
Wine and beer  
Fruit and vegetables

### JUNE

#### Action... Reaction...

Cheese  
Yogourt  
Nutraceuticals

### JULY-AUGUST

#### 1, 2, 3... Go!

Filling those lunchboxes  
Ready-to-eat  
Health products

### SEPTEMBER

#### Variations on a theme

Meat, poultry and game  
Fish and seafood  
Snack foods and candy

### OCTOBER

#### Authentic and sought-after

Oil and vinegar  
Cheese and appetizers  
Alcoholic beverages

### NOVEMBER

#### A logical choice

Organic and fair trade products  
Local products  
Green solutions

### DECEMBER

#### The eyes have it

Design and layout  
Equipment and logistics  
Packaging

7063, SAINT-DENIS STREET, MONTREAL (QUEBEC) H2S 2S5

TELEPHONE: 514 271-6922 • TORONTO: 416 283-3170

FAX: 514 271-1308

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## MECHANICAL REQUIREMENTS

- Trim size:  
11" x 16" full page  
22" x 16" spread pages  
(+ bleed)
- Type size: 10" x 15"
- Number of columns: 6
- Column width: 1 9/16"
- Minimum bleed: 3/16"  
exceeding the final size
- Reverse type:  
7 points minimum

## Technical material

- Layout: QuarkXPress
- Documents allowed:  
Illustrator, Photoshop,  
Hi-Resolution PDF, TIFF  
or EPS format (300 dpi  
at 100%)
- InDesign documents  
will not be accepted
- Colors edited in CMYK
- Fonts used included  
with document

**Color copy required  
with the final material.**

## TERMS OF PAYMENT








Net 30 days.  
Agency commission 15%  
of gross billing allowed on  
space, color and position,  
excepted new products section,  
business card and insert.

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## Rates Card 2010

		Times			
		1	3	6	10
<b>FULL PAGE</b> <b>1200 LINES</b> 11" x 16"		\$5,600	\$5,415	\$5,165	\$4,855
<b>MAGAZINE PAGE</b> <b>800 LINES</b> 8 3/8" x 11"		\$3,775	\$3,650	\$3,485	\$3,275
<b>JUNIOR PAGE</b> <b>700 LINES</b> 8 3/8" x 10"		\$3,340	\$3,230	\$3,085	\$2,900
<b>1/2 PAGE</b> <b>600 LINES</b> 10" x 7" 6 5/8" x 10 3/4" 4 7/8" x 14 3/4"		\$2,895	\$2,800	\$2,675	\$2,520
<b>1/3 PAGE</b> <b>400 LINES</b> 10" x 4 3/4" 3 1/4" x 14 3/4" 6 5/8" x 7"		\$1,950	\$1,890	\$1,800	\$1,700
<b>1/4 PAGE</b> <b>300 LINES</b> 4 7/8" x 7"		\$1,480	\$1,430	\$1,370	\$1,290
<b>1/6 PAGE</b> <b>200 LINES</b> 4 7/8" x 4 3/4" 3 1/4" x 7"		\$1,000	\$960	\$920	\$880
<b>BUSINESS CARD</b>		\$300	•	\$285	\$270
<b>NEW PRODUCTS SECTION</b>		\$475			
<b>NOMINATION</b>		\$7 per line			
<b>POSITION GARANTEED</b>		25%			

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