

The monthly publication of the Marketing Research and Intelligence Association/  
L'Association de la recherche et de l'intelligence marketing

**MRIA would like to thank all *Vue* advertisers - without your support and interest, there would be no publication.**

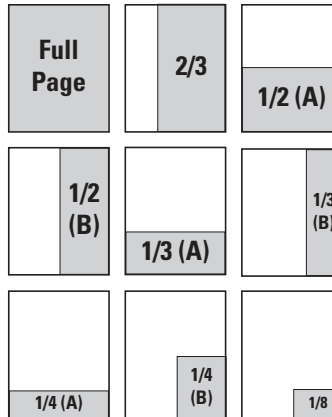
*Vue* is a monthly magazine published by the national headquarters of MRIA (Marketing Research and Intelligence Association). *Vue* is published twelve times a year with total circulation over 2,000 copies.

#### Advertising Contact

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#### General Information

Advertising materials and payments should be sent directly to the MRIA Office.  
2600 Skymark Avenue, Bldg 4, Unit 104, Mississauga, ON L4W 5B2



#### 2008 Sizes and Rates

The following are the sizes of advertisements that we use. Inserts can also be sent along with *Vue* in our poly bag (clear plastic) sealed packaging.

Ad sizes (width x height)	Full colour insert 2008
1 page	8 1/2" x 11" inches \$1,399
2/3 page	4 5/8" x 9 1/2" inches \$1,399
1/2 page (A)	7" x 4 3/4" inches \$879
1/2 page (B)	3 7/16" x 9 1/2" inches \$879
1/3 page (A)	7" x 3" inches \$659
1/3 page (B)	2 1/4" x 9 1/2" inches \$659
1/4 page (A)	7" x 2 1/4" inches \$529
1/4 page (B)	3 7/16" x 4 3/4" inches \$529
1/8 page	3 7/16" x 2 1/4" inches \$239.00

Insert\*\* - one page up to 8.5" x 11" \$1,349  
(please provide 2000 copies)  
\*\*other inserts quoted separately, based on size and weight; additional postage may apply  
Premium Placement - for inside front cover, page one, center spreads, inside / outside back covers - additional \$359 per page

Note: GST must be added to all rates. GST #R5916 0574

## REQUIREMENTS

### ARTWORK

#### METHOD OF PRODUCTION

*Vue* is printed digitally therefore your read is full colour. Since there can be fluctuations in the colour tones, we cannot guarantee a full colour match. We pay close attention and try to match the colours as best as possible. Specific requests to match a specific PMS colour may be submitted with your final ad material two weeks in advance of the posted deadline. A full colour match can not be guaranteed.

#### ELECTRONIC TRANSFER:

*Vue* accepts electronic files only.

#### ACCEPTED FORMATS

##### PDF Format (Adobe Acrobat Distilled "FOR PRESS" files):

Disable any colour management settings and embed all fonts. All colours must be set to CMYK.

Finished trim size for full page is 8.5" x 11", bleed allowance is 0.125 inches on all four sides with registration.

#### TRANSMISSION OF ARTWORK

All PDF files should be sent by email to the Anne Marie Gabriel  
Communications Consultant  
amgabriel@mria-arim.ca  
tel: (905) 602-6854 x8723  
fax: (905) 602-6855

**Troubleshooting:** If your supplied files do not adhere to the formats required and need troubleshooting, MRIA reserves the right to charge a fee. A quote will be provided after reviewing the required adjustments.

### INSERTS

A limited number of inserts can be circulated with MRIA *Vue*. Inserts are reserved on a first come, first served basis and are considered reserved only when full payment is received by the MRIA Office in Ontario. Please send your pre-printed copies for insertion to the MRIA Office or directly to our printer (preferred) as instructed closer to the insert date. Please allow us to confirm the number and specific weight of your pre-printed inserts when making your reservation. Inserts can be as small as post cards or as large as one 8 1/2" x 11" sheet. You may be asked to pay an extra fee to cover postage for inserts that weigh more than 25g per sheet. In some cases, a full page printed ad within *Vue* may be more effective. Please contact amgabriel@mria-arim.ca for more details

### OTHER SERVICES

**Typesetting:** We can typeset your text and include your company logo (if logo is provided in a high resolution format). Please allow two weeks for preparation of your ad. A maximum of two proofs will be sent to you for your approval prior to publication. If you make changes to the second PDF proof, a third proof will be required and additional charges apply for each proof over the two proofs that are included in the 25% typesetting fee.

The cost for typesetting is based on the total cost of the ad placed (25%). For example, if you want a quarter page ad typeset, the cost would be 25% of \$479.00 is \$119.75.

**Professional Graphic Design:** The graphics design company responsible for *Vue*, LS Graphics, can professionally design advertising material. A quote will be provided by LS Graphics after reviewing the requirements. Any charges for the graphics design portion of your ad will be directly payable to LS Graphics.

### 2008 DISCOUNTS

Discounts come into effect with a paid commitment of five or more issues. Depending on the size of your ad, you may receive discounts of up to 15%:

For full page bookings	No. of issues	Discount
	11 or more issues	15%
	8 - 10 issues	10%
	5 - 7 issues	5%

#### For 2/3 and 1/2 page bookings

No. of issues	Discount
8 - 10 or more issues	10%
5 - 7 issues	5%

### PREMIUMS

There is a 25% premium for advertising space on the inside front, both back covers, two-page centre spread and any other specific instructions affecting where the ad is placed.

### SPECIAL PLACEMENT

Special placement requests are considered on a first come, first serve basis and final approval rests with the editor. Requests must be made in writing.

### PAYMENT POLICY

The Marketing Research and Intelligence Association is a non-profit association. Payment is always due with the artwork and before the advertisement is placed in "*Vue*". We do not invoice with payment due after publication. No commissions are offered.

For advertisers who have committed to multiple issues, there are several ways to pay: post dated cheques for each month, payment by credit card that would be automatically processed on the first of each month, or prepayment in a lump sum. For advertisers who are placing one advertisement, payment is due with the artwork by the 25th of the month.

**We accept cheques, credit cards, or money orders payable to MRIA in Canadian funds.**

### DEADLINES

It is very important for *Vue* to be received by members on the first or second day of the month so that events and activities advertised can be accessed by interested participants, and that information and advertising are disseminated promptly!

The deadline for NOTICE of advertising is the **20th of the month**. All advertising material **MUST BE AT MRIA OFFICE on the 25th of the month**, unless otherwise indicated in the chart below.

Issue	Material & Payment Due date
December 2007	October 25, 2007
January 2008	November 24, 2007
February 2008	December 12, 2007
March 2008	January 25, 2008
April 2008	February 23, 2008
May 2008	March 27, 2008
June 2008	April 25, 2008
July 2008	May 25, 2008
August 2008	June 26, 2008
September 2008	July 25, 2008
October 2008	August 24, 2008
November 2008	September 25, 2008

**The material due date for inserts is the 11th of the previous month.** So, for the February issue, your inserts and payment must be received on or before January 11th. If any deadline falls on a weekend, then inserts and payments are due on the following business day. There is an upper limit on the number of inserts we are able to accommodate and bookings are on a first paid, first served basis.