

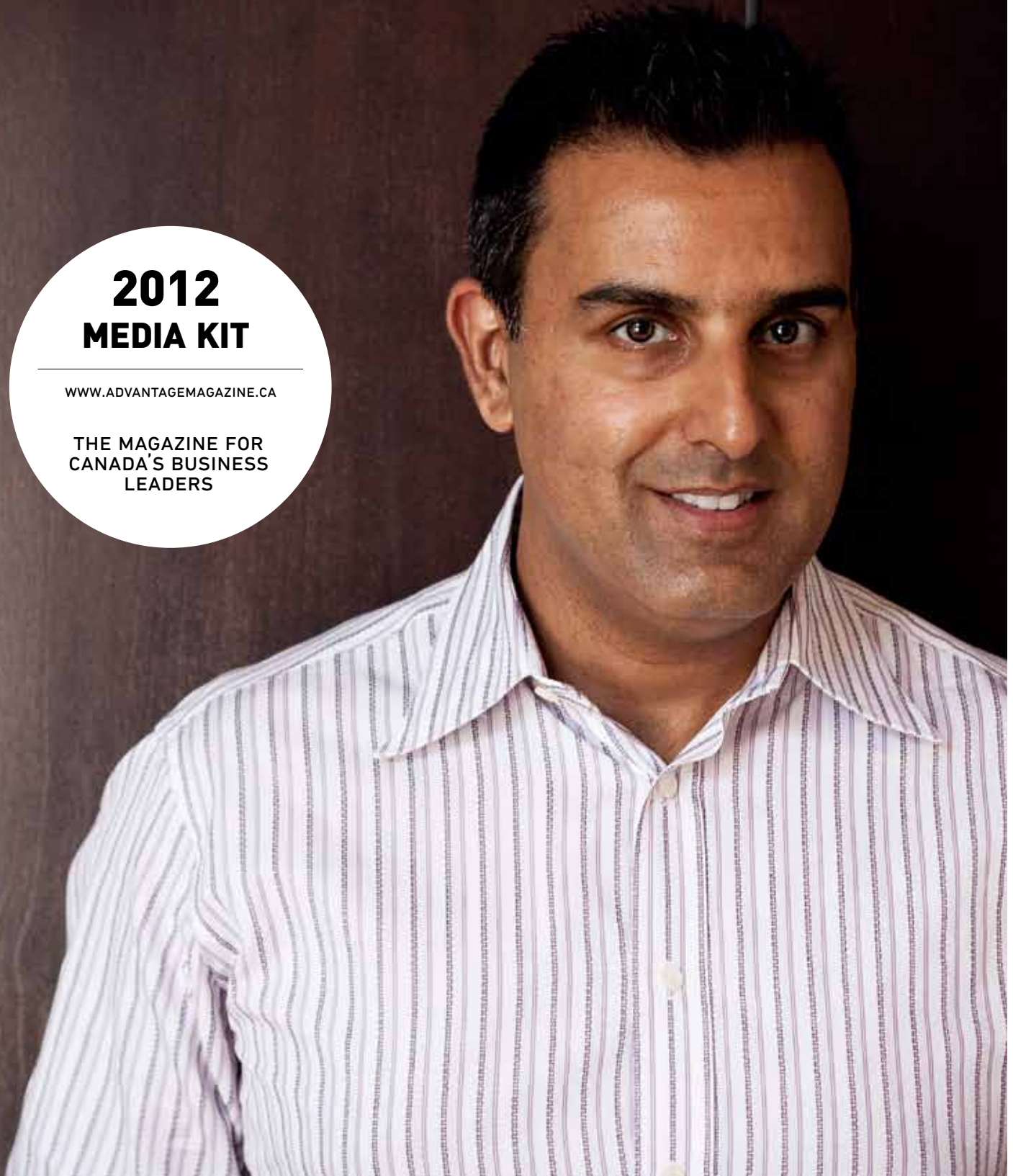
advantage

THE MAGAZINE FOR CANADA'S BUSINESS LEADERS

2012 MEDIA KIT

WWW.ADVANTAGEMAGAZINE.CA

THE MAGAZINE FOR
CANADA'S BUSINESS
LEADERS



ADVANTAGE

The magazine for Canada's business leaders

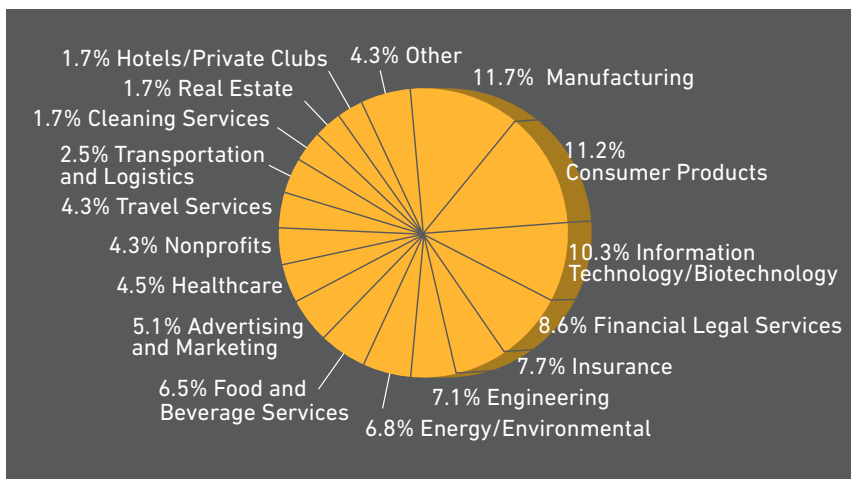
Advantage magazine is committed to highlighting the best practices of business and organizational leaders in Canada. Showcasing a diverse cross-section of the emerging business elite—from executives, entrepreneurs, and heads of multinational corporations to corporate governance experts and non-profit leaders—*Advantage* features knowledge and strategies proven to stimulate growth and position Canada for global success. *Advantage's* comprehensive executive profiles contain engaging perspectives on:

- Employee-benefits and -incentives solutions
- Employee-training and -retention techniques
- International trade and investment
- Private- vs. public-sector innovation
- Government regulation and legislation
- Urban and rural demographic trends

With a commensurate exploratory process, *Advantage* seeks to profile the brightest and most reputable firms. Interviews with executives from every sector provide awareness, inspiration, and context for businessmen and businesswomen alike. Research-intensive features examine relevant themes and topics, and specialized editorial departments focus on subjects that are most essential to the evolving workplace.

Businesses look to *Advantage* to stay current with emerging trends, compare business strategies, and discover new partners. As a result, profiled companies and advertisers establish long-lasting relationships that benefit each other, consumers, and the Canadian marketplace.

Industries featured in *Advantage*:



Top 10 fastest-growing industries in Canada

Cut & Sew Apparel Manufacturing

SALES GROWTH: 12.34%
NET PROFIT MARGIN: 10.22%

Offices of Other Health Practitioners

SALES GROWTH: 11.33%
NET PROFIT MARGIN: 16.36%

Accounting, Tax Preparation, Book-keeping, and Payroll Services

SALES GROWTH: 10.62%
NET PROFIT MARGIN: 14.60%

Computer Systems Design

SALES GROWTH: 9.59%
NET PROFIT MARGIN: 6.56%

Commercial and Industrial Machinery and Equipment

SALES GROWTH: 8.63%
NET PROFIT MARGIN: 10.06%

Architectural, Engineering, and Related Services

SALES GROWTH: 8.51%
NET PROFIT MARGIN: 12.84%

Cattle Ranching and Farming

SALES GROWTH: 8.32%
NET PROFIT MARGIN: 9.19%

Offices of Physicians

SALES GROWTH: 7.87%
NET PROFIT MARGIN: 20.34%

Death-Care Services

SALES GROWTH: 7.83%
NET PROFIT MARGIN: 13.74%

Poultry and Egg Production

SALES GROWTH: 7.80%
NET PROFIT MARGIN: 8.76%

THE READERS

Advantage uses a unique, controlled business-to-business circulation to reach a wide and powerful audience with a focus on the major Canadian markets. The magazine is carefully distributed to high-readership areas in conjunction with typical business subscriptions and membership organizations.

Though *Advantage* has become an essential networking tool that unites Canadian executives with domestic clients, industry peers, and venture capitalists, our publication consistently advocates for continued strong economic relations with the United States. *Advantage* has a growing number of relationships with influential organizations, firms, and individuals throughout North America, and its readership accordingly serves all Canadian provinces and territories, as well as major population centres in the United States.

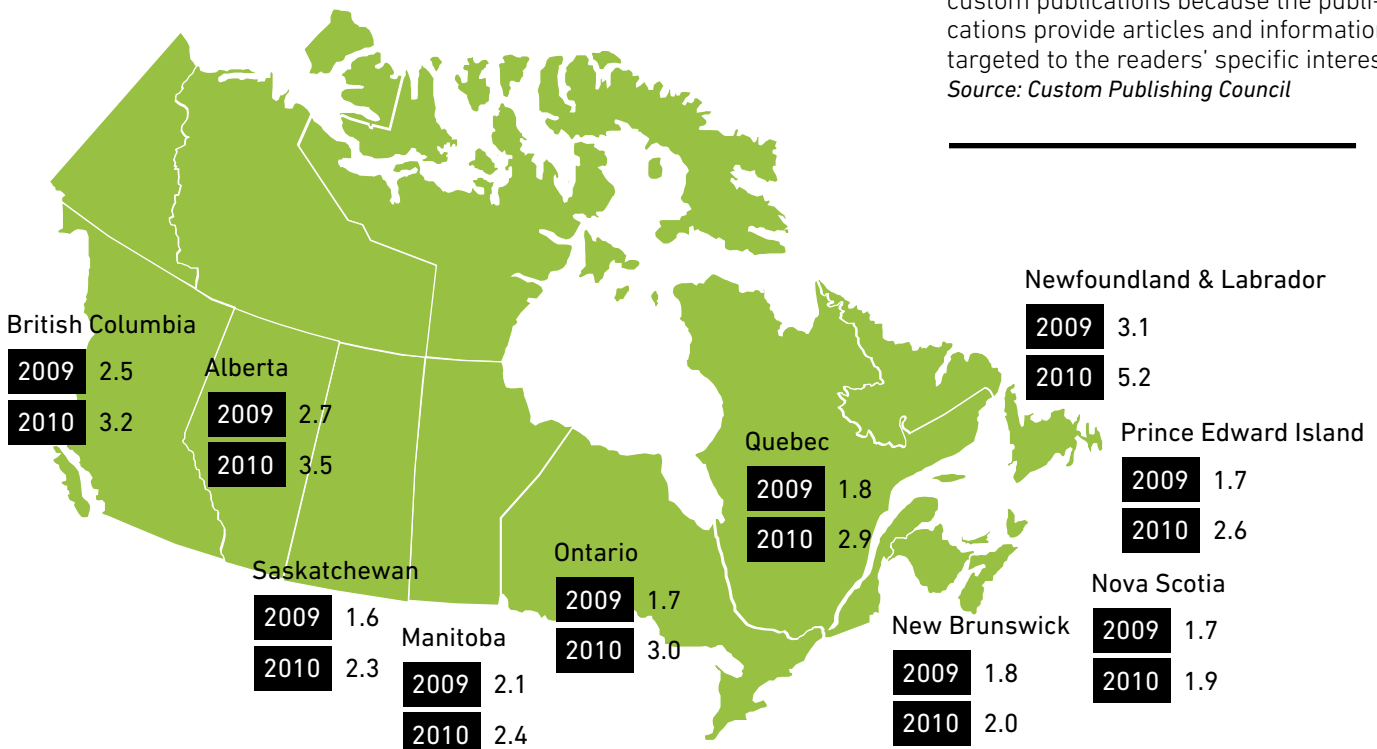


BENEFITS OF CUSTOM PUBLICATIONS

63% of custom-publication readers purchase a product or service as a result of what they read.

70% of readers say that they like custom publications because the publications provide articles and information targeted to the readers' specific interests.
Source: Custom Publishing Council

Percentage of real GDP growth by province:



Source: Scotiabank, 2011.

EDITORIAL CALENDAR

ISSUE 1, 2012

08/05/11 Reservation Close
08/12/11 Materials Close
01/01/12 On Sale

ISSUE 2, 2012

11/18/11 Reservation Close
12/02/11 Materials Close
04/01/12 On Sale

ISSUE 3, 2012

03/02/12 Reservation Close
03/09/12 Materials Close
07/01/12 On Sale

ISSUE 4, 2012

05/25/12 Reservation Close
06/01/12 Materials Close
10/01/12 On Sale



ADVERTISING GUIDELINES

ADVERTISING RATES

	1x	2x	4x	6x
2-page spread	\$15,500	\$12,400	\$10,850	\$7,750
back cover	\$9,050	\$7,240	\$6,335	\$4,525
inside front cover	\$8,650	\$6,920	\$6,055	\$4,325
inside back cover	\$8,350	\$6,680	\$5,845	\$4,175
full page	\$7,750	\$6,200	\$5,425	\$3,875
2/3 page	\$6,050	\$4,840	\$4,235	\$3,025
1/3 page	\$4,350	\$3,480	\$3,045	\$2,175

DIGITAL AD REQUIREMENTS

Digital File & Contract Proof:
Must be clearly indicated as to Issue, Publication, and Advertiser.

FILE FORMAT

The only file format supported by Advantage Press is a press-ready PDF. We will NOT accept any native application files such as InDesign, Quark, or Illustrator. Materials should be supplied on a Macintosh-formatted CD-ROM or DVD-ROM. Materials should comply with SWOP standards.

PREFERRED COLOR GUIDANCE

Please provide Kodak Approval, CREO Spectrum, or iris digital proofs for color guidance on press. The supplied color guidance must meet all SWOP specifications and must include a 6mm 5%, 25%, 75% and 100% CMYK patch strip for quality control. All proofs are to be pulled on publication grade stock. A set of two laser proofs (paginated) including the crop marks must be sent with materials. On bleed ads and undersized non-bleed ads, provide separate ruled position proof showing trim.

FILE STORAGE

Digital files will be stored for a period of 3 months, after which they will be destroyed unless written instructions are received to return them.

PRODUCTION CONTACT / MATERIALS

All advertising materials, questions regarding materials and extensions, and related matters should be directed to:

Cheyenne Eiswald
Guerrero Howe, LLC
205 N Michigan Ave,
Suite 3200
Chicago, IL 60601
cheyenne@guerrerohowe.com

SENDING ADS VIA FTP

Artwork may be sent to our FTP address. You will need to use an FTP program, such as Transmit (www.panic.com) to send us your ad via FTP. You will also need the following login information:

server: www.guerrerohowe.com
username: uploads
password: 531256

Questions? Call 312.447.2399.

ADVERTISING SIZES

1 — Spread

Bleed 17.25" x 11.25"
Bleed Trim 17" x 11"
Non-Bleed N/A

2 — Full Page/Cover

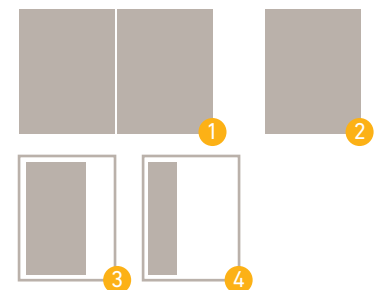
Bleed 8.75" x 11.25"
Bleed Trim 8.5" x 11"
Non-Bleed 7.897" x 10.4"

3 — 2/3 Page Vertical

Bleed N/A
Bleed Trim N/A
Non-Bleed 5" x 10.4"

4 — 1/3 Page Vertical

Bleed N/A
Bleed Trim N/A
Non-Bleed 2.5" x 10.4"



Keep safety 3/8" from bleed, 1/4" from trim.



Tablet
+
Website
+
E-Newsletter

DIGITAL ADVERTISING OPTIONS

TABLET



Full-page advertisements* appear adjacent to the feature in the tablet version of *Advantage* magazine (available to both iPad and Android devices).

FEES

	Static (image linked to website)	Multimedia (video, audio, animation)
1024 x 768*	\$4,500	price upon request

*Advertisements must be designed in both horizontal and vertical formats.

WEBSITE



Banner advertisements appear alongside the feature article posted on www.advantagemagazine.ca.

FEES

	3 months	Unlimited*
160 x 600 px	\$1,500	\$3,750

*For the lifetime of the feature

E-NEWSLETTER



Banner advertisements appear alongside the monthly e-newsletter sent to *Advantage* subscribers.

FEES

	1 month	3 months*
170 x 690 px	\$1,500	\$3,500

*For the run of the issue.



VALUE PACKAGE \$9,500

Multimedia Tablet Ad + Unlimited Website Banner + 3-Month E-Newsletter Banner

DIGITAL ADVERTISING DEADLINES

TABLET

Jan/Feb/March 2012

Reservation Close: 12/9/11
Materials Close: 12/16/11
Online: 1/1/12

July/Aug/Sept 2012

Reservation Close: 6/8/12
Materials Close: 6/15/12
Online: 7/1/12

April/May/June 2012

Reservation Close: 3/2/12
Materials Close: 3/9/12
Online: 4/1/12

Oct/Nov/Dec 2012

Reservation Close: 9/7/12
Materials Close: 9/14/12
Online: 10/1/12

WEBSITE

Jan/Feb/March 2012

Reservation Close: 12/9/11
Materials Close: 12/16/11
Online: 1/1/12

July/Aug/Sept 2012

Reservation Close: 6/8/12
Materials Close: 6/15/12
Online: 7/1/12

April/May/June 2012

Reservation Close: 3/2/12
Materials Close: 3/9/12
Online: 4/1/12

Oct/Nov/Dec 2012

Reservation Close: 9/7/12
Materials Close: 9/14/12
Online: 10/1/12

E-NEWSLETTER

January 2012

Reservation Close: 12/9/11
Materials Close: 12/16/11
E-Newsletter Sent: 1/1/12

March 2012

Reservation Close: 2/3/12
Materials Close: 2/10/12
E-Newsletter Sent: 3/1/12

May 2012

Reservation Close: 4/6/12
Materials Close: 4/13/12
E-Newsletter Sent: 5/1/12

July 2012

Reservation Close: 6/8/12
Materials Close: 6/15/12
E-Newsletter Sent: 7/1/12

September 2012

Reservation Close: 8/10/12
Materials Close: 8/17/12
E-Newsletter Sent: 9/1/12

November 2012

Reservation Close: 10/5/12
Materials Close: 10/12/12
E-Newsletter Sent: 11/1/12

February 2012

Reservation Close: 1/6/12
Materials Close: 1/13/12
E-Newsletter Sent: 2/1/12

April 2012

Reservation Close: 3/9/12
Materials Close: 3/16/12
E-Newsletter Sent: 4/1/12

June 2012

Reservation Close: 5/4/12
Materials Close: 5/11/12
E-Newsletter Sent: 6/1/12

August 2012

Reservation Close: 7/6/12
Materials Close: 7/13/12
E-Newsletter Sent: 8/1/12

October 2012

Reservation Close: 9/7/12
Materials Close: 9/14/12
E-Newsletter Sent: 10/1/12

December 2012

Reservation Close: 11/9/12
Materials Close: 11/16/12
E-Newsletter Sent: 12/1/12

TERMS AND CONDITIONS

A. All advertising placements with Advantage Magazine are subject to and governed by these terms and conditions. Advantage reserves the right at its absolute discretion, and at any time, to cancel any advertising order or reject any advertisement, whether or not the same has already been acknowledged and/or previously published. In the event of such cancellation or rejection by Advantage, advertising already run shall be paid for at the rate that would apply if the entire order were published. In the event of Advertiser's or its Agency's cancellation of any portion of any advertising order not in compliance with the terms hereof or failure to have published the specified number of advertisements, or if at any time Advantage in its reasonable judgment determines that Advertiser is not likely to publish the total amount of advertising specified in the applicable advertising order, any rate discount will be retroactively nullified and result in a short-rate. In such event, Advertiser and/or Agency must pay Advantage the short-rate (which is the difference between the rate charged on the contracted frequency and the higher rate based on the reduced frequency of advertisements actually published) within 30 days of invoice therefore and Advertiser will thereafter pay for advertising based on the standard advertising rates of Advantage. Any merchandising program executed by Advantage in reliance on advertising that is cancelled will be paid for by Advertiser at the fair market rate for such program (including all costs and expenses incurred by Advantage).

B. Advertising orders that contain rates that vary from the standard rates of Advantage shall not be binding on Advantage unless approved in writing by an authorized officer of Advantage. In the event any non-standard rates are not approved in writing by an authorized officer of Advantage, the standard rates shall apply to such order at the discretion of Advantage.

C. Advertisements that simulate editorial content must be clearly defined and labeled "ADVERTISEMENT" and Advantage may, in its discretion, so label such copy.

D. Orders for advertising containing restrictions or specifying positions, facings, editorial adjacencies or other requirements may be accepted and inserted, but such restrictions or specifications are at Advantage's sole discretion.

E. In no event shall Advantage's liability with respect to any order exceed the total amount paid to Advantage for such order, including any liability resulting from the errors or omissions of Advantage. In no event shall Advantage be liable for special, incidental, consequential or punitive damages.

F. The following items apply to furnished inserts: (1) an accurate facsimile or electronic version of any furnished insert must be submitted to Advantage for review on or prior to the dates established by Advantage for the applicable publication; (2) Advantage is not responsible for errors or omissions in, or the production quality of, furnished inserts; and (3) Advertiser and/or Agency shall be responsible for any additional costs or expenses incurred by Advantage arising out of Advertiser's and/or Agency's failure to deliver furnished inserts pursuant to Advantage's specifications or time requirements.

G. Advertiser and/or Agency shall remain liable for the full advertising rate in each of the following instances: (1) Advantage is unable to publish an advertisement as a result of Advertiser's and/or Agency's failure to comply with Advantage's specifications or time requirements (in which case, Advantage shall not be required to run any generic or other advertisement); (2) the failure of Advertiser and/or Agency to cancel the applicable order in accordance with the cancellation requirements contained herein (in which case, Advantage shall not be required to run any generic or other advertisement); and (3) the cancellation or termination of the applicable feature story.

H. All matters with respect to any advertising order will be governed by the laws of the State of Illinois applicable to contracts to be performed entirely therein. Any action brought by Advertiser or Agency against Advantage must be brought in the state or federal courts in Chicago, Illinois; the parties hereby consent to the jurisdiction of such courts.

I. Advertiser and its Agency, if there be one, each represent that any advertising (including product samples) submitted to Advantage complies with all applicable laws and regulations and does not violate the rights of, and is not harmful to, any person, corporation or other entity. As part of the consideration to induce Advantage to publish such advertisement, Advertiser and its Agency, if there be one, each agrees jointly and severally to indemnify and save harmless Advantage, and its employees, owners and representatives, against all liability, loss, damage, and expense of any nature, including attorneys' fees and court costs, arising out of any actual or potential claims for libel, invasion of privacy, copyright or trademark infringement and/or any other actual or potential claims or suits that may arise out of the copying, printing, publishing, distribution or transmission of such advertisement.

J. In the event an order is placed by an Agency on behalf of Advertiser, such Agency warrants and represents that it has full right and authority to place such order on behalf of Advertiser and that all legal obligations arising out of the placement of the advertisement will be binding on both Advertiser and Agency.

K. Advertiser and its Agency, if there be one, agree to be jointly and severally liable for the payment of all amounts charged by Advantage for each advertisement. Advertiser authorizes Advantage, at its election, to tender any invoice to Agency, and such tender shall constitute due notice to Advertiser of the invoice and such manner of billing shall in no way impair or limit the joint and several liability of Advertiser and Agency. Payment by Advertiser to Agency shall not discharge Advertiser's liability to Advantage. The rights of Advantage shall in no way be affected by any dispute or claim between Advertiser and Agency.

L. Advertiser or Agency may not use any advertising space either directly or indirectly for any business, organization, enterprise, product, or service other than that for which the advertising space is provided by Advantage, nor may Advertiser or Agency authorize any others to use any advertising space in such manner.

M. An advertising order may be cancelled by Advertiser or Agency providing written notice of such cancellation to Advantage no later than the 3rd day after the contract date, which shall be the earlier of the date of the applicable advertising contract or the date the applicable insertion order is received by Advantage. In the event of any order cancellation, Advertiser and Agency shall remain liable for the full advertising rate (except as otherwise provided herein) and shall reimburse Advantage for the cost of any work performed or materials purchased on behalf of Advertiser, including the cost of services, paper and/or printing.

N. Advertiser and/or Agency agrees to reimburse Advantage for its attorneys' fees and costs in collecting any unpaid amounts for any advertisement order.

O. Advertiser and Agency agree that any advertisements published may, at ABQ's sole option, be included in all forms of media, whether now in existence or hereafter developed, in which the article, feature, issue or other writing (regardless of the form of such media) containing the advertisement is published, reproduced, distributed, displayed, performed, or transmitted, in whole or in part; provided, however, ABQ shall not be required to include (1) any advertisement originally published in one form of media in any other form of media regardless of any additional publication, reproduction, distribution, display, performance or transmission of the original article, feature, title, issue or other writing containing or otherwise related to such advertisement, or (2) any advertisement originally published with or in connection with any article, feature, issue or other writing in any additional publication, reproduction, distribution, display, performance or transmission of such article, feature, issue or other writing. The copyright in any advertisement created by ABQ is owned by ABQ, and may not be otherwise used by Advertiser or third parties without ABQ's prior written consent.

P. Except for contract rates agreed to in writing by Advertiser and Advantage, advertising rates and units of space for each order shall be at the prevailing rates on the date the applicable insertion order is received by Advantage.

Q. Any Agency commissions are the sole obligation and liability of the applicable Advertiser.

R. Terms of sale: Payment is due 30 days from date of invoice in the case of print advertisements. In all other cases, payment is due by the earlier of (1) the listed due date for the particular advertisement and (2) 30 days from the date of invoice. Interest will be charged at the lesser of 2.0% per month or the highest legal rate on past due balances.

S. Advantage has not made any representations to Advertiser or Agency that are not contained herein. No addition or alteration to these terms and conditions shall be valid or enforceable unless expressly agreed to in writing by Advantage. Unless expressly agreed to in writing by Advantage, no other terms or conditions in contracts, orders, copy, instruction, or other documents furnished by or on behalf of Advertiser or Agency (regardless of when received by Advantage) will be binding on Advantage.

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