

CIRCULATION OF TAXI NEWS IS 10,000 PER MONTH - 12 MONTHS A YEAR.

ADVERTISING RATES AS OF DECEMBER 2012

All amounts are in Canadian Funds and do not include H.S.T. Prices are based on client supplying camera ready art. *Price per issue.

	1 TIME	4 TIMES* price per issue	8 TIMES* price per issue	12 TIMES* price per issue
1 Page	\$1,681.38	1,516.08	1,423.25	1,366.68
1/2 Page	840.82	757.91	710.41	683.45
1/4 Page	420.41	378.95	355.81	341.72
1/8 Page	210.20	189.47	177.91	170.86
Card	105.21	94.84	89.06	85.53

WEB ARTWORK

LEADER BOARD - \$25 month
 • 728 x 90 GIF format & Rich Media
 • Placement: Top of page

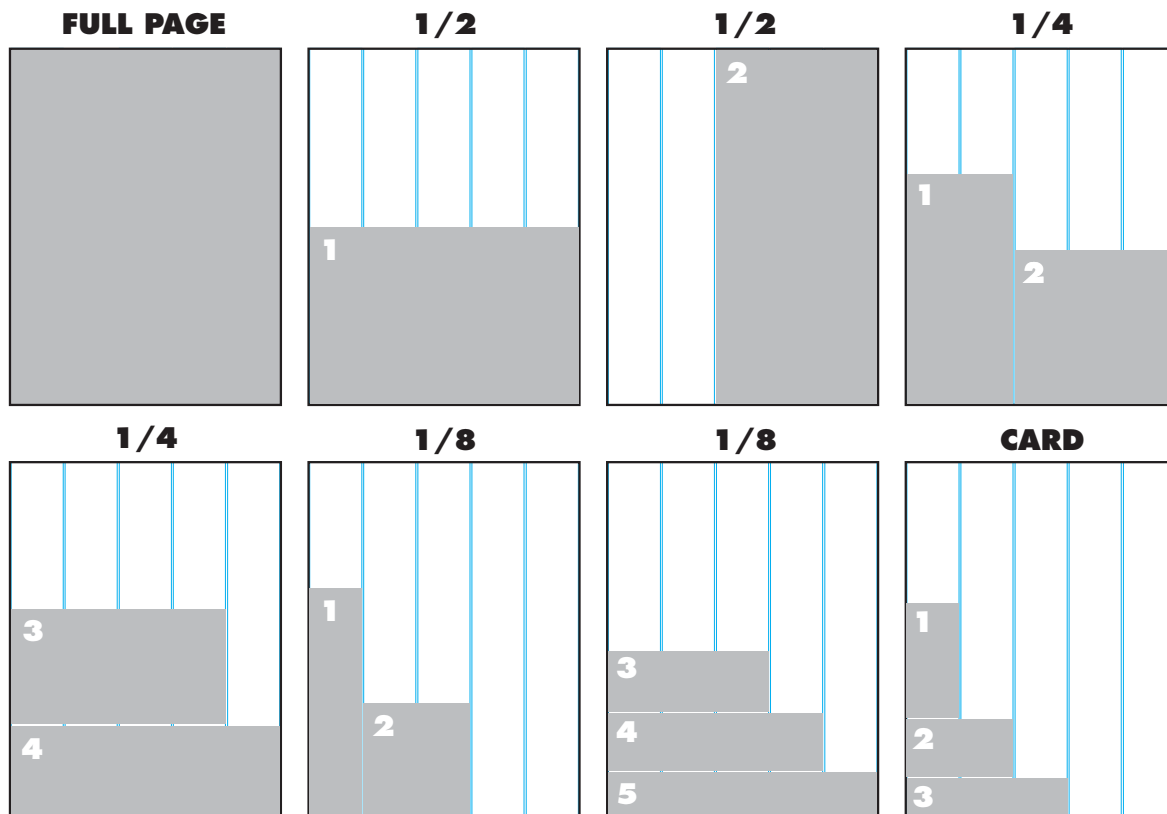
BIG BOX - \$25 month
 • 300 x 250 GIF format & Rich Media
 • Placement: On left of page

• File Size Limits: GIF format - 40K
 • Rich Media formats - 80K

Spot colour in \$150 per colour plus H.S.T.

Full colour is \$650 plus H.S.T.

Classified ads are \$20 + H.S.T. (Average number of characters is 60)



MECHANICAL (SIZES ARE IN INCHES)

FULL PAGE
10 1/4 WIDE X 13 1/2 TALL

1/2 PAGE SIZES
1 - 10 1/4 WIDE X 6 3/4 TALL
2 - 6 1/8 WIDE X 13 1/2 TALL

1/4 PAGE SIZES
1 - 4 WIDE X 8 3/4 TALL
2 - 6 1/8 WIDE X 5 7/8 TALL
3 - 8 3/16 WIDE X 4 3/8 TALL
4 - 10 1/4 WIDE X 3 1/2 TALL

1/8 PAGE SIZES
1 - 2 WIDE X 8 3/4 TALL
2 - 4 WIDE X 4 3/8 TALL
3 - 6 1/8 WIDE X 2 5/16 TALL
4 - 8 3/16 WIDE X 2 3/16 TALL
5 - 10 1/4 WIDE X 1 3/4 TALL

CARD SIZES
1 - 2" WIDE X 4 3/8 TALL
2 - 4 WIDE X 2 3/16
3 - 6 1/8 WIDE X 1 1/2 TALL