

Canadian Bar Association-Newfoundland & Labrador Branch

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Squid pro quo **2011-12 Advertising Rates**

Business Card.....	\$110.00
1/4 Page (3 ¾ w x 5 h).....	\$192.50
1/3 Page (7 ½ w x 3 ¼ h).....	\$253.00
1/2 Page (7 ½ w x 5 h).....	\$330.00
Full Page (7 ½ w x 10 h).....	\$550.00
Back Cover Full Bleed (8 ½ w x 11 h).....	\$770.00

*Cost for including an insert supplement to the magazine to be negotiated.
 Rates do not include HST.*

Deadline Dates for submission of Ads:
Fall Edition – October 3, 2011
Spring Edition – February 20, 2012
Summer Edition – June 4, 2011

Note: There will be a discount of 15% for advertisers who commit to advertise in 3 consecutive editions. There are three editions of the magazine published between September - August of each year.

HST # 89819 7595 RP0002

DISCOUNTED RATE CHART

Business Card:	\$110.00 + \$14.30 HST = \$124.30	@ 15% Discount = \$93.50 + \$12.15 HST = \$ 105.65
1/4 Page:	\$192.50 + \$25.03 HST = \$217.53	@ 15% Discount = \$163.62 + \$21.27 HST = \$184.89
1/3 Page:	\$253.00 + \$32.89 HST = \$285.89	@ 15% Discount = \$215.05 + \$27.95 HST = \$243.00
1/2 Page:	\$330.00 + \$42.90 HST = \$372.90	@ 15% Discount = \$280.50 + \$36.47 HST = \$316.97
Full Page:	\$550.00 + \$71.50 HST = \$621.50	@ 15% Discount = \$467.50 + \$60.78 HST = \$528.28
Back Cover:	\$750.00 + \$97.50 HST = \$847.50	@ 15% Discount = \$637.50 + \$82.88 HST = \$720.38