

# Sources

- The bible of Canadian journalists and public relations professionals
- Where the media turn to find the experts they need to get the real story from more than one thousand listed organizations
- National circulation of more than 10,000 through controlled and paid distribution

RATES		
Space Unit	1 Time	2 Times
1 page	\$2,100	\$1,900
2/3 page	1,785	1,615
1/2 page	1,430	1,290
1/3 page	1,030	930
1/4 page	755	680
1/6 page	525	475
1 col x 3" (in indexes)	375	330
<b>Resource Guide</b>	385	350
Add insertion in Media Names & Numbers Resource Guide \$99		
Parliamentary Names & Numbers Resource Guide \$99		

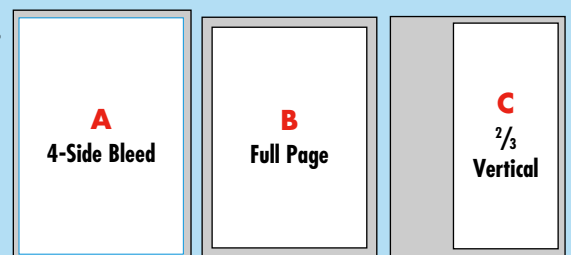
SPECIAL POSITIONS	
Outside back cover	add 25%
Inside front or inside back cover	add 15%
Full page facing frontispieces of sections	add 10%
Sponsorship opportunities: Ask your Account Manager for details	

## ADD COLOUR \$250

Do you have a free media kit or promotional package? Distribute it to 10,000 Sources readers with a placement on our Reader Service Card, free with a 1/2 page or larger display ad. Ask your Account Manager for details.



## Sources Display Ads



Space Unit	Width in inches	Depth in inches
<b>A</b> 4-side	8	10 3/4
<b>B</b> Full Page	7 1/4	9 3/4
<b>C</b> 2/3 Vertical	4 1/2	9 1/4
<b>D</b> 2/3 Horizontal	6 3/4	6 1/4
<b>E</b> 1/2 Vertical	4 1/2	6 7/8
<b>F</b> 1/2 Horizontal	6 3/4	4 5/8
<b>G</b> 1/3 Square	4 1/2	4 1/2
<b>H</b> 1/3 Vertical	2 1/8	9 1/4
<b>I</b> 1/3 Horizontal	6 3/4	3
<b>J</b> 1/4 Vertical	2 1/8	9 1/4
<b>K</b> 1/4 Square	4 1/2	4 1/2
<b>L</b> 1/4 Horizontal	6 3/4	2 1/4
<b>M</b> Indexes	1 5/8	3
<b>N</b> Resource Guide	3 1/4	3

