

If you really want to reach Airdrie...you need to get a LIFE!

AirdrieLIFE

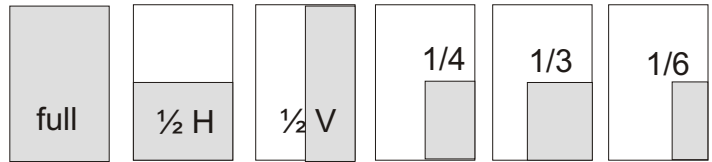
The official guide to life in the City of Airdrie

| | | | |
|--------------|---------------------|----------------------|----------------------|
| Issue | Ad Deadline: | Material Due: | Distribution: |
| SUMMER | March 17, 2008 | April 18, 2008 | June -Sept |
| FALL/WINTER | July 25, 2008 | August 29, 2008 | October-Jan |
| SPRING | Dec 12, 2008 | January 16, 2009 | February - May |

Ad Design Fees apply if the advertiser requires AirdrieLIFE to design and produce the ad.
The following charges will be added to the invoice: full \$200 1/2 \$150 1/3 \$125 1/4 or less \$100

2008 Rate Card

| | 1x | 2x | 3x* |
|-----------|--------|--------|--------|
| Full Page | \$2600 | \$2450 | \$2000 |
| 1/2 | \$1600 | \$1450 | \$1200 |
| 1/3 | \$1200 | \$1000 | \$900 |
| 1/4 | \$950 | \$ 800 | \$650 |
| 1/6 | \$750 | \$ 600 | \$450 |



10% surcharge on guaranteed positions
Insert rates available on request

*3x rate applies only if the same size ad is booked in 3 consecutive issues

SPECS: Submit all material in a high res PDF, Adobe Illustrator EPS (9.0 or earlier, all fonts converted to outlines) TIFF or JPG files (300 dpi or higher)

Full Page: Live Area 7.25"x9.75" Trim 8.25" x 10.75" Bleed 8.75 x 11.25"

1/2 Page V 3.5" x 9.75" H 7.25" x 4.75 1/3 square 4.75"x 4.75" 1/4 Page 3.5" x 4.75" 1/6 2.25"x 4.75"

Invoices payable to: Frog Inc Site 14 Box 32 Balzac AB T0M 0E0 Invoices are due upon receipt.

Ad Contract Date: _____
 Company _____
 Contact Name _____
 Phone _____ Fax _____
 email: _____
 Billing Address: _____

Ad size _____
 Circle frequency 1x 2x 3x
 Issue frequency begins _____
 Cost per insertion _____
 Ad Design required? Y/N _____
 Ad design rate : _____

Signature: _____

GST _____
 Total to invoice: \$ _____

Fax contract to 403-226-1273