

DELIVERING CANADA'S MORTGAGE INDUSTRY TO YOU



mortgage Journal hypothécaire

- Canada's leading mortgage publication
- Published 8 times yearly
- Print version distributed to 17,000 mortgage professionals with readership of 25,000
- Electronic version distributed to 30,000 e-mail addresses

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Mortgage Journal magazine

Member Rates and Ad Specs*



Net Full Colour Rates – includes eLink on digital edition

GST not included in net rates.

Size	1x	2x	4x	6x	8x
Full Page	\$2,959.50	\$2,809.50	\$2,519.50	\$2,219.50	\$1,919.50
1/2 Page	\$2,229.50	\$2,119.50	\$1,899.50	\$1,669.50	\$1,449.50
1/3 Page	\$1,709.50	\$1,619.50	\$1,449.50	\$1,279.50	\$1,109.50
1/4 Page	\$1,499.50	\$1,419.50	\$1,269.50	\$1,119.50	\$969.50
DPS	\$4,939.50	\$4,689.50	\$4,199.50	\$3,699.50	\$3,209.50
OBC	\$3,939.50	\$3,789.50	\$3,499.50	\$3,199.50	\$2,899.50
IFC/IBC	\$3,649.50	\$3,499.50	\$3,209.50	\$2,909.50	\$2,609.50

DPS: Double Page Spread | OBC: Outside Back Cover | IFC: Inside Front Cover | IBC: Inside Back Cover

*Non-Member rates are available

Direct Mail Opportunities – includes eLink on digital edition

Advertise your products and services by including your flyer, brochure, postcard or CD in the clear plastic bag in which *Mortgage Journal* is mailed. Whether you are promoting an event, a new product or your entire product line, placing a direct mail piece in our polybag with the publication will ensure tremendous exposure for your company.

In addition to the printed version, *Mortgage Journal* is also produced in an identical, interactive digital edition. Your direct mail piece will be included as an attachment to the digital version. Advertisers must supply the digital file of the direct mail piece to Naylor.

If you would like to re-create your direct mail piece as an animated Flash file, additional charges apply.

Net Rates*

Size	Print & Digital
1-page/2-surfaces	\$4,169.50
2-page/4-surfaces	\$5,219.50
Postcard	\$4,169.50

*All direct mail pieces are furnished by advertiser. 3-page (6 surfaces) or more available. Please contact your sales associate for applicable rates and specs.

NOTE: If your direct mail piece contains a postage indicia, additional costs will apply. Please ask your sales associate for further information.

Ad Specifications

Magazine

Double Page Spread Bleed	Full Page Bleed	Full Page No Bleed	1/2 Page Horizontal	1/3 Page Horizontal	1/4 Page Vertical
17" x 11.125"	8.625" x 11.125"	7" x 9.5"	7" x 4.583"	7" x 3"	3.333" x 4.583"

Magazine Trim Size: 8.375" x 10.875"

Full Page Live Area: 7" x 9.5"

DPS Trim Size: 16.5" x 10.875"

DPS Live Area: 15.417" x 9.5"

NOTE: Text placed outside the live area on any DPS or full page ad may be cut off. Please keep text within the live area at all times.

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