

LEGION MAGAZINE

MARKETPLACE

Marketplace is great value, has a very high response rate and is certainly the right environment for small business to achieve maximum reach with their advertising dollars.

Advertising in Marketplace provides you with a number of distinct advantages:

- 87% of our 253,560 subscribers and nearly 644,042 readers have reached the age of fifty five.
- One out of two Legion readers has purchased a product or service they have seen advertised in the magazine.

RATES

UNIT	1X	3X	6X
1/6 page (2 1/8" wide x 4 15/16" deep)	\$1,865	\$1,733	\$1,645
1/12 page (2 1/8" wide x 2 3/8" deep)	958	891	841
1/24 page (2 1/8" wide x 1 3/16" deep)	497	460	436

Marketplace offers our lowest rates for smaller ads. Rates are net. Payments for insertions in Marketplace are due with order.

Dovetail Communications Inc.

30 East Beaver Creek Road, Suite 202
 Richmond Hill, ON L4B 1J2
 Attention: Beth Kukkonen
 Tel: 905-886-6640 ext 306 Fax: 905-886-6615
 email: bkukkonen@dvtail.com

www.legionmagazine.com

ESCAPE WINTER

Salt Spring Island, Canada's Caribbean. Temperate climate, year round golf, active seniors programs and full hospital. SSI has it all. Easy, access from Vancouver or Victoria. New, luxury, fully appointed log chalets at Greenacres Resort on St. Mary lake. Monthly rates available from \$990.00 incl. utilities. **1-800 667-0774 or www.ultranatural.com**

Sample 1/24 page

60TH ANNIVERSARY Liberation of Holland 2005 3 DEPARTURES

D-DAY BEACHES TO HOLLAND
 April 27th to May 9 \$3,859 CAD

LIBERATION OF HOLLAND
 May 1st to 9th \$2,985 CAD

LIBERATION OF HOLLAND TO BERLIN
 May 1st to 13th \$3,859 CAD

Join us for all the events and parades on this historic occasion with our experienced Canadian military tour managers. Includes return air from Toronto, executive a/c coach, breakfasts and dinners and all entrances in First Class hotels.

Contact Karen Kettle **Carlson Wagonlit Travel Source**
 101 Duncan Mill Rd., Suite 305 Toronto ON M3B 1Z3
1-416-449-0931 Toll free 1-800-265-2817
 email: kkettle@carlsonwagonlit.ca Reg. #: 01090873

Sample 1/12 page

2012 MARKETPLACE CLOSING DATES

ISSUE	DISTRIBUTION DATE	MATERIAL DUE AND SPACE CLOSING DATE
January/February 2012	January 1, 2012	November 14, 2011
March/April 2012	March 1, 2012	January 13, 2012
May/June 2012	May 1, 2012	March 15, 2012
July/August 2012	July 1, 2012	May 14, 2012
September/October 2012	September 1, 2012	July 15, 2012
November/December 2012	November 1, 2012	September 14, 2012
January/February 2013	January 1, 2013	November 15, 2012

For more information contact:
 Dovetail Communications Inc.
 Beth Kukkonen
 Telephone: (905) 886-6640 ext 306
 email: bkukkonen@dvtail.com

Forward advertising material to:
 Legion Magazine
 86 Aird Place, Kanata ON K2L 0A1
 Attention: Jennifer Morse
 Telephone: (613) 591-0116 email: jmorse@legion.ca

LEGION MAGAZINE

DM-21 NATIONAL RATES

Effective with the January/February 2012 issue.

Publication Dates: 1st of month, 6 times per year—January, March, May, July, September and November.

Closing Date: 33 days prior to publication. No cancellations for firm orders accepted after closing.

Material Deadline: 2 days after closing.

AD FORMAT	BLACK & WHITE	BLACK + ONE PROCESS COLOUR (PROCESS = CYAN, MAGENTA OR YELLOW)	FOUR COLOUR
 Page spread	\$16,672	\$18,537	\$19,639
 Full page	8,775	9,758	10,338
 2/3 page	6,581	7,313	7,753
 1/2 page island	6,581	7,313	7,753
 1/2 page	5,700	6,342	6,723
 1/3 page vertical	3,946	4,401	4,652
 1/3 page square	3,946	4,401	4,652
 1/3 page horizontal	3,946	4,401	4,652
 1/6 page vertical	2,196	2,449	2,585
 1/6 page horizontal	2,196	2,449	2,585
 1/12 page	1,127	—————	1,324
Per agate line	33	—————	40
1" minimum	453	—————	

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INSERTS

Legion Magazine can accommodate printed insert material of various sizes and styles. Sample insert must be supplied prior to acceptance. Insert material must be shipped prepaid to the publisher's printer. Full details and specifications on request.

ADVERTISING POLICY

Acceptance of any advertisement is at the sole discretion of the publisher. Advertisements may be rejected for a number of reasons, such as appearance, misleading or exaggerated claims, overpricing of products or substandard quality. If a company does not do what it says it will do, the magazine will not accept its advertising.

ADVERTISING COPY

The street address and telephone number of the advertiser must appear in the advertisement outside of the coupon area as well as in the coupon. All ads will be marked "Advertisement".

PRODUCT SAMPLES

A sample of the item to be advertised is required with the advertising copy.

SHIPPING CONDITIONS

First-class mail, Priority Post or private courier service must be used to ship products ordered by our readers. Third-class mail is not acceptable.

BACK ORDERS

When the product cannot be delivered within the advertised time frame, a notice with explanation and an option to cancel the order must be sent to the customer by first-class mail.

SEE REVERSE FOR TERMS
AND CONDITIONS.

GUARANTEES

Reimbursement of the full purchase price, including applicable tax, must be guaranteed by the direct-mail advertiser for all products returned by the buyers regardless of the reason(s) for return of the products. Extending a credit or substituting a product is not acceptable.

CONTRACTS

Publisher is not bound by any conditions, printed or otherwise, on contract or copy instructions when such conditions conflict with this rate card or publisher's policies.

In the case of a lawsuit by any party against or enjoining Legion Magazine and/or Canvet Publications Ltd., relating to a given advertisement (including, but not limited to, libel, copyright infringement, defamation of character or plagiarism), the given advertiser and/or its advertising agency shall fully indemnify and save harmless Canvet Publications Ltd. from all costs, damages and demands.

TERMS

Advertisers and their agencies have dual liability to the publisher in the event of non-payment for advertising. That is, the agency is responsible for the client, and vice versa, notwithstanding any statements to the contrary on agency or advertiser insertion orders or contracts.

RATE REVISIONS

Publisher reserves the right to make revisions to these rates at any time. Existing contract rates are guaranteed only for next three issues from date of acceptance of contract.

DESIGN, TYPESETTING AND LAYOUT

Design services: Full page ad \$1,000.00; Half page ad \$700.00

Typesetting and layout will be charged at \$60 per hour, with a minimum charge of 1/2 hour, for all advertisements set and/or laid out by the publisher.

PAYMENT

Our direct-mail rates are heavily discounted when compared to our display rates. We require that all direct-mail advertising be prepaid in Canadian funds by the closing date unless credit has been granted. (Call for details.) There is no cash discount on direct-mail advertising.

CREDIT

Where credit has been granted, payment is due 30 days from date of invoice. The publisher reserves the right to decline or cancel further advertising from an advertiser at a certain level of indebtedness to the publisher.

AGENCY COMMISSION

15% to recognized advertising agencies.

BLEED

No extra charge.

POSITIONING

Guaranteed positions are 10% extra.

Positioning of all other advertising material shall be the sole and exclusive prerogative of the publisher, notwithstanding any preference requested by an advertiser, media buyer or sales representative.

Coupon advertisements may be positioned on left or right pages and may face other advertisements.

Any position commitment made by the publisher for a particular issue shall not imply a similar commitment for future issues.

BONUS DISCOUNT

A bonus discount of 10% is available when an advertiser books additional ad(s) or insert(s), or combination, in one issue, provided the cost of each booking is at least equivalent to one page B&W. The discount will be based on the lowest unit cost booked, and will apply to the second and subsequent bookings. Where an agency commission applies, this will be based on the discounted gross cost of the booking(s).

ELECTRONIC REQUIREMENTS

Our software applications are Quark X-Press 8.0; Adobe Creative Suite 5; Acrobat 9.0

Please email high resolution pdfs to jmorse@legion.ca or provide electronic files on CD or DVD disks.

Legion Magazine is printed in 4 colours (CMYK) and requests 150-line screen/300 dpi.

Publisher does not return CDs or DVDs, unless we receive a written request.

LEGION MAGAZINE

INSERT RATE CARD 21(A)

Effective with the January/February 2012 issue.

TYPE	STYLE/SIZE	NATIONAL RATES IN CPM
BLOW-IN	4 page half digest	\$26.26
	6 page half digest	28.67
<i>Paper: Minimum thickness of 5 points or 140M offset or 160M on coated stock. Formats: Cards can be 1 or 2 panels or folded into 3 panels (envelope fold only). Sizes: Minimum 3 1/2" x 5 1/2" Maximum 6 1/2" x 6 1/2"</i>		
BOUND-IN	Small bind-in <i>(Bound to the head only, height 4" + 1/8" head trim; width 5 3/4" high folio; bindery stub 3 1/2")</i>	\$28.67
	2 page magazine size	31.89
	4 page magazine size	54.67
	6 page magazine size	60.29
	8 page magazine size	78.77
	4 page digest	40.47
	6 page digest or gatefold	49.30
	8 page digest	59.23
	Double 2/3 page	36.18
	Cover gatefold	62.44
	*Single reply card	14.47
	*Double reply card	18.76

**Must run with full page B&W ad or minimum 1/2 page 4C.*

DELIVERY ADDRESS:

Transcontinental Interweb Montréal
 1603 de Montarville Blvd
 Boucherville, Québec J4B 5Y2
 Shipping and Receiving: Door no. 10



Phone: 450-655-2801
 Fax: 450-655-0765
 Sales Rep: Daniel Roy
 CSR: Valerie Dionne

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COPY ON BINDING LIP:

No charge. A sample of insert must be supplied prior to closing date for approval.

FOR BOTH STITCHED AND BLOW-INS (WHERE APPLICABLE):

- 1) All perforation should be a minimum of 1/4" from folds. There should not be any perforation in a fold which is stitched into.
- 2) All cards must be of equal size.
- 3) All inserts should be supplied folded.
- 4) All inserts must arrive well packed (i.e. in full cartons, front facing up).

DELIVERY

IDENTIFICATION OF SKIDS:

All inserts must arrive at our printer one month previous to issue date.

SKID SPECIFICATIONS:

- Inserts must be laid flat in boxes, with a maximum weight of 35lbs in a secure manner.
- Different inserts on the same skid will not be accepted.
- The boxes must be stacked and not exceed the size of the skid.
- Inserts supplied in bundles (in a box) must be between 4 to 6 inches per hand (spine side).

IDENTIFICATION:

- Each skid must be identified with a label that shows:
 - 1) title of the insert
 - 2) name of the publication
 - 3) total quantity supplied

This information must be identified on at least 2 sides of the skid.

- Each box must be identified with a label that shows:
 - 1) Title of the insert
 - 2) Name of the publication
 - 3) Insert codes
 - 4) Total quantity per box

- The delivery voucher must be joined to an envelope containing 25 samples. This envelope will have the same identification sticker as the boxes. The delivery voucher must show:

- 1) The name of the sales representative or the customer service representative
- 2) The name, number of pages, and the insert code
- 3) The title and edition number of the publication
- 4) The total number of inserts and skids

SEE DM-21 NATIONAL RATES FOR ADVERTISING POLICY AND TERMS

LEGION MAGAZINE

RC-59 NATIONAL & REGIONAL RATES

Dovetail Communications Inc.

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Richmond Hill, ON L4B 1J2

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email: bkukkonen@dvetail.com

www.legionmagazine.com

NATIONAL RATES

OR UP TO	A RATE 1-2 TIMES	B RATE 3-5 TIMES	C RATE 6+ TIMES
Four colour			
Double page spread	\$23,791	\$22,123	\$20,969
1 page	12,524	11,648	11,037
2/3 or 1/2 page island	9,397	8,736	8,275
1/2 page	8,144	7,576	7,177
1/3 page	5,635	5,242	4,964
1/6 page	3,100	2,884	2,730
Black + one process colour (process = cyan, magenta or yellow)			
Double page spread	\$22,457	\$20,888	\$19,782
1 page	11,819	10,987	10,516
2/3 or 1/2 page island	8,866	8,246	7,806
1/2 page	7,681	7,150	6,773
1/3 page	5,319	4,953	4,691
1/6 page	2,925	2,724	2,580
Black & White			
Double page spread	\$20,199	\$18,789	\$17,799
1 page	10,632	9,883	9,369
2/3 or 1/2 page island	7,966	7,407	7,025
1/2 page	6,910	6,533	6,090
1/3 page	4,789	4,450	4,220
1/6 page	2,662	2,476	2,345
1/12 page	1,367	1,274	1,202
Per Agate Line	41	38	37
1" minimum	552	514	481

Effective with the January/February 2012 issue.

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January, March, May, July, September and November.

Closing Date: 33 days prior to publication.

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Material Deadline: 2 days after closing.

SEE REVERSE FOR TERMS
AND CONDITIONS.

REGIONAL RATES

OR UP TO	WESTERN (MANITOBA AND POINTS WEST)	EASTERN (ONTARIO AND POINTS EAST)	ATLANTIC PROVINCES AND QUEBEC	ONTARIO
	RATE	RATE	RATE	RATE
Four colour				
Double page spread	\$17,717	\$18,395	\$16,201	\$17,110
1 page	9,331	9,691	8,528	9,009
2/3 or 1/2 page island	6,991	7,259	6,401	6,757
1/2 page	6,068	6,292	5,549	5,888
Black + one process colour (process = cyan, magenta or yellow)				
Double page spread	\$16,717	\$17,328	\$15,289	\$16,136
1 page	8,806	9,123	8,046	8,495
2/3 or 1/2 page island	6,604	6,844	6,035	6,374
1/2 page	5,713	5,932	5,232	5,517
Black & White				
Double page spread	\$15,033	\$15,595	\$13,771	\$14,525
1 page	7,911	8,215	7,248	7,653
2/3 or 1/2 page island	5,938	6,161	5,440	5,740
1/2 page	5,149	5,336	4,712	4,969

ADVERTISING POLICY

Acceptance of any advertisement is at the sole discretion of the publisher. All copy and graphics are subject to the publisher's approval. All advertising will be marked "Advertisement". Ads may be backed by coupon ads and may face other ads.

CONTRACTS

Publisher is not bound by any conditions, printed or otherwise, on contract or copy instructions when such conditions conflict with this rate card or the publisher's policies. Contracts must be completed within one year (6 issues).

In the case of a lawsuit by any party against or enjoining Legion Magazine and/or Canvet Publications Ltd., relating to a given advertisement (including, but not limited to, libel, copyright infringement, defamation of character or plagiarism), the given advertiser and/or its advertising agency shall fully indemnify and save harmless Canvet Publications Ltd. from all costs, damages and demands.

ELECTRONIC REQUIREMENTS

Our software applications are Quark X-Press 8.0;
Adobe Creative Suite 5; Acrobat 9.0

Please email high resolution pdfs to jmorse@legion.ca
or provide electronic files on CD or DVD disks.

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requests 150-line screen/300 dpi.

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a written request.

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RATE REVISIONS

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DESIGN, TYPESETTING AND LAYOUT

Design services: Full page ad \$1,000.00; Half page ad \$700.00

Typesetting and layout will be charged at \$60 per hour, with a minimum charge of 1/2 hour, for all advertisements set and/or laid out by the publisher.

PAYMENT

Payment is due in Canadian funds at closing date unless credit has been granted.

CREDIT

Where credit has been granted, payment is due 30 days from date of invoice. The publisher reserves the right to decline or cancel further advertising from an advertiser at a certain level of indebtedness to the publisher.

AGENCY COMMISSION

15% to recognized advertising agencies.

CASH DISCOUNT

2% — 10 days.

INTEREST CHARGES

1% per month 30 days after date on invoice.

BLEED

No extra charge.

POSITIONING

Guaranteed positions are 10% extra.

Positioning of all other advertising material shall be the sole and exclusive prerogative of the publisher, notwithstanding any preference requested by an advertiser, media buyer or sales representative.

Coupon advertisements may be positioned on left or right pages and may face other advertisements.

Any position commitment made by the publisher for a particular issue shall not imply a similar commitment for future issues.

VOLUME OR FREQUENCY DISCOUNTS

Advertisers may claim either volume or frequency discounts. Where such discount is claimed on a schedule of mixed sizes, the discount earned on each insertion is that which applies to the smallest advertisement run.

BONUS DISCOUNT

A bonus discount of 10% is available when an advertiser books additional ad(s) or insert(s), or combination, in one issue, provided the cost of each booking is at least equivalent to one page B&W. The discount will be based on the lowest unit cost booked, and will apply to the second and subsequent bookings. Where an agency commission applies, this will be based on the discounted gross cost of the booking(s).