Vision

Each issue of *U of T Magazine* features stories about groundbreaking ideas and innovations, written by leading Canadian journalists. We chronicle the often untold stories of alumni who have taken leadership roles in Canadian business, politics and culture. We document the trends affecting post-secondary education in Canada and the country’s largest university campus.

We engage readers with compelling ideas, intelligent and thought-provoking articles, dynamic photos and illustrations and enticing display copy. We don’t tell readers how U of T is making a difference; we show them – by capturing in well-written stories just how vibrant and innovative this university is.

The University of Toronto is Canada’s leading post-secondary institution, with the country’s largest and most diverse alumni community. By advertising in *U of T Magazine*, you’ll reach the influential thought leaders of today – and tomorrow.

For more information about advertising in *U of T Magazine*, please call Sally Choi at (416) 978-0838 or email sally.choi@utoronto.ca

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**U of T Magazine** is the official magazine of the University of Toronto, reaching 330,000 highly educated, affluent and engaged readers.

Goodbye to Cars!

U of T embarks on a bold plan to restore, renew and beautify the historic St. George campus.

**WHAT WAS OLD WILL BE NEW AGAIN.** And what is new will be harmonized with the old.

After months of study and public engagement, the Landscape of Landmark Quality competition has selected a consortium of KPMB Architects, Michael Van Valkenburgh Associates (MVVA) and Urban Strategies to restore, renew and beautify the central spaces of the University of Toronto’s historic St. George campus.

“This was a difficult decision owing to the great imagination shown by the entrants,” says Scott Mabury, U of T’s vice-president of operations and co-chair of the Landmark Committee overseeing the competition. “The quality of the submissions has redoubled our conviction that this project is entirely worthy of the time and resources it will entail.”

The winning proposal, which envisions a car-free necklace of paths around King’s College Circle, a stately column of oak trees along Tower Drive and granite surfaces in place of asphalt and concrete, is a point of departure, not a final blueprint. The eventual design will depend on what the development team learns through further public consultations.

**Text by Arthur Kaptainis**

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**Text by Arthur Kaptainis**
The Facts
You’ve got several great reasons to advertise in U of T Magazine

DESIRABLE DEMOGRAPHICS AND ENGAGED READERS

_U of T Magazine_ readers are highly educated and affluent thought leaders, two-thirds of whom spend 30 minutes or more with each issue of the magazine.*

Although alumni and friends of the university receive _U of T Magazine_ three times a year for free, thousands of readers make a voluntary contribution to the magazine every year, signalling their commitment to the publication. In 2015, donations to the magazine totalled more than $100,000.

*online readership survey, Oct-Nov 2010, 530 respondents

SUPERB VALUE FOR YOUR ADVERTISING DOLLAR

Reach the readers you want, for less. _U of T Magazine_ delivers desirable reader demographics at a fraction of the cost of other national publications.

<table>
<thead>
<tr>
<th></th>
<th>FULL PAGE AD COST (COLOUR, 1X RATE)</th>
<th>CIRCULATION</th>
<th>COST PER M</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maclean's</td>
<td>$40,510</td>
<td>313,007</td>
<td>$129.42</td>
</tr>
<tr>
<td>Report on Business</td>
<td>$26,345</td>
<td>264,640</td>
<td>$99.55</td>
</tr>
<tr>
<td>Zoomer</td>
<td>$14,675</td>
<td>184,561</td>
<td>$79.51</td>
</tr>
<tr>
<td>Toronto Life</td>
<td>$13,005</td>
<td>86,128</td>
<td>$151.00</td>
</tr>
<tr>
<td>The Walrus</td>
<td>$9,700</td>
<td>60,000</td>
<td>$161.67</td>
</tr>
<tr>
<td>U of T Magazine</td>
<td>$8,570</td>
<td>330,000</td>
<td>$25.97</td>
</tr>
</tbody>
</table>

AWARD-WINNING DESIGN AND EDITORIAL

_U of T Magazine_ is recognized for excellence both within and outside the educational community. Since 2009, the magazine has been nominated for five National Magazine Awards.

In the past five years, _U of T Magazine_ has also received 21 awards in writing, photography and illustration from the U.S.-based Council for the Support and Advancement of Education and the Canadian Council for the Advancement of Education. In 2014, the Canadian Council named _U of T Magazine_ Best University Magazine.

What Our Advertisers Say

“The [advertisement] opportunities in _U of T Magazine_ provide Manulife Financial with a relevant and targeted medium through which to increase the awareness of insurance products available to University of Toronto alumni. A presence in the magazine is integral to delivering this message.”

Kristy Ryan
Marketing Manager
Affinity Markets
Manulife Financial

“For many years, _U of T Magazine_ has been an important vehicle for promoting the benefits of the TD Insurance Meloche Monnex home and auto insurance program to University of Toronto alumni. It has consistently delivered a message that strengthens our partnership as we strive to provide outstanding service.”

Paul Douglas
Vice president
Affinity Market Group
TD Insurance Meloche Monnex

For more information about advertising in _U of T Magazine_, please call Sally Choi at (416) 978-0838 or email sally.choi@utoronto.ca
Reader Profile

A Prizm profile* of U of T Magazine readers’ postal codes found that they tend to be concentrated in urban groups that rank highly for income, education and MOPES**. Together, these five desirable groups represent 63% of U of T Magazine readers.

<table>
<thead>
<tr>
<th>NEIGHBOURHOOD GROUP</th>
<th>% OF ALUMNI</th>
<th>INDEX</th>
<th>AVG AGE</th>
<th>AVG HHI</th>
<th>INDEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>URBAN ELITE</td>
<td>16.2</td>
<td>457</td>
<td>53</td>
<td>$240,158</td>
<td>457</td>
</tr>
<tr>
<td>Older, university-educated executives and professionals who live in fashionable homes in big-city neighbourhoods. They buy expensive clothes, luxury cars, financial products and travel services.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>URBAN YOUNG</td>
<td>9.2</td>
<td>311</td>
<td>46</td>
<td>$106,964</td>
<td>311</td>
</tr>
<tr>
<td>Upscale, university-educated singles and couples who hold white collar jobs, live in older apartments and lead hip, progressive lifestyles. They frequent bars, health clubs, theatres and art galleries, and purchase the latest electronics and designer clothes.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>URBAN UPSCALE ETHNIC</td>
<td>12.3</td>
<td>383</td>
<td>44</td>
<td>$91,205</td>
<td>110</td>
</tr>
<tr>
<td>Middle-aged Italian, Portuguese and Greek couples with large families and children in their late teens and twenties. They attend the theatre and opera, frequent restaurants and food shows and shop at boutiques.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SUBURBAN UPSCALE ETHNIC</td>
<td>13.9</td>
<td>224</td>
<td>39</td>
<td>$100,989</td>
<td>122</td>
</tr>
<tr>
<td>Upper-middle-class, younger and middle-aged families — many from China, India, Pakistan and the Philippines — who hold white-collar and service-sector jobs. Their children of varying ages play outdoor sports, own a lot of computer and electronic gear and frequent rock concerts and amusement parks.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>EXURBAN ELITE</td>
<td>10.9</td>
<td>172</td>
<td>46</td>
<td>$125,675</td>
<td>172</td>
</tr>
<tr>
<td>Large families of teens and tweens in comfortable households, they have high rates for going camping and playing organized sports, visiting amusement parks and ski resorts, and playing video games and watching TV. They frequently purchase $30,000 SUVs and sporty luxury cars.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*2013 estimates, modelled and compiled by Environics Analytics
**Managers, owners, professionals and executives

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Neighbourhood Type

The Prizm profiles* further break down University of Toronto alumni postal codes into urban clusters. Together these six highly desirable clusters represent 26% of U of T Magazine readers (versus 3.8% of the Canadian population)

CONTINENTAL CULTURE
Successful multi-ethnic urban households
U of T alumni index: 842
Average age: 47
Average HHI: $102,884 (Cdn. average: $81,665)
Income Index 842
A mixture of Canadian families and first-generation European immigrants, these younger residents tend to have university degrees, white-collar jobs, cultured lifestyles, progressive social views, and high rates for attending theatre and opera.

COSMOPOLITAN ELITE
Very affluent middle-aged and older city dwellers
U of T alumni index: 817
Average age: 55
Average HHI: $481,270
Income index 582
Canada’s wealthiest lifestyle: elegant homes, cottages, kids at private schools, luxury cars, and winter getaways. They support cultural, educational and environmental groups.

ASIAN AFFLUENCE
Established Chinese families in suburbia
U of T alumni index: 841
Average age: 42
Average HHI: $125,076
Income Index 151
Educated, middle-aged families, one third of whom speak a Chinese language. They drive luxury cars, are early adopters of fashion and technology, and are three times more likely than average Canadians to travel internationally with their children.

FURS AND PHILANTHROPY
High-achieving cultured urban families
U of T alumni index: 507
Average age: 49
Average HHI: $148,663
Income Index 180
Educated, upscale and nearly two-thirds Jewish, this group consists of larger families and empty nests concentrated in a handful of big-city neighbourhoods. They tend to have late teens and older children at home, they travel to the U.S. and the Caribbean, and are employed as professionals and executives.

URBANE VILLAGERS
Wealthy middle-aged urban sophisticates
U of T alumni index: 619
Average age: 53
Average HHI: $222,650
Income Index 619
Second wealthiest cluster, characterized by stately homes, high-end cars, golf club memberships, designer clothes, cottages, and frequent trips abroad.

YOUNG DIGERATI
Young and well-off urban trend-setters
U of T alumni index: 605
Average age: 48
Average HHI: $122,752
Income Index 148
Tech-savvy singles and couples living in condos in fashionable city neighbourhoods. They are affluent, highly educated, ethnically mixed, and socially conscious consumers. They are big purchasers of the latest electronic devices, and they bank, shop and invest online.

*2013 estimates, modelled and compiled by Environics Analytics.
U of T Magazine
Readers

PROFILE
Male: 52%   |   Female: 48%   |   Average age: 48

READING HABITS*

Overall, how satisfied would you say you are with U of T Magazine?

83% of survey respondents say they are either satisfied or very satisfied with *U of T Magazine*.

37% of survey respondents said they had discussed or forwarded a *U of T Magazine* article or issue.

Of the 5,000 respondents who receive an alumni magazine from another institution, 73% say they spend more time with *U of T Magazine*.

*from an online readership survey conducted March 2014, 7,573 respondents

89% of readers “agree” or “strongly agree” with the statement, “I always find at least one interesting article to read in each issue of *U of T Magazine*.”

89% of readers “agree” or “strongly agree” with the statement “I am pleased the university sends me a copy of *U of T Magazine* each quarter.”

83% of readers “agree” or “strongly agree” with the statement “The cover of the magazine is attractive and makes me want to read something inside.”

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Distribution

GEOGRAPHIC BREAKDOWN (DECEMBER 2014)

<table>
<thead>
<tr>
<th>Region</th>
<th>Circulation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Canada</td>
<td>290,302</td>
</tr>
<tr>
<td>U.S.</td>
<td>14,325</td>
</tr>
<tr>
<td>International</td>
<td>13,410</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>318,037</strong></td>
</tr>
</tbody>
</table>

CANADIAN GEOGRAPHIC BREAKDOWN

<table>
<thead>
<tr>
<th>Region</th>
<th>Circulation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Toronto (GTA)</td>
<td>228,289</td>
</tr>
<tr>
<td>Ontario</td>
<td>270,804</td>
</tr>
<tr>
<td>Rest of Canada</td>
<td>19,498</td>
</tr>
</tbody>
</table>
Inside
U of T Magazine

LIFE ON CAMPUS
Profiles of successful and interesting students and articles about campus life that keep alumni connected to what’s going on at today’s U of T.

LEADING EDGE
Highlights U of T’s world-class researchers and their groundbreaking research across a variety of academic disciplines. Demonstrates that U of T research is making a positive difference in society and is a crucial source of ideas and innovation.

ALL ABOUT ALUMNI
Profiles of U of T’s diverse and successful alumni in Canada and around the world.

TIME CAPSULE
Features an intriguing event or person from the university’s 188-year history and underscores U of T’s long tradition of excellence.

FEATURE STORIES
- In-depth profiles of alumni in arts, politics, business and other fields
- Clear and compelling articles about how U of T research is making a difference in the lives of Canadians
- Historical pieces that illustrate the university’s impact over the decades
- Extensive coverage of the students, faculty and staff who make U of T Canada’s leading university

The January issue includes a list of all U of T donors who gave more than $5,000 in the previous year.
2016/2017 Rate Card

EFFECTIVE WITH THE AUTUMN 2016 ISSUE, UNTIL FURTHER NOTICE

<table>
<thead>
<tr>
<th>4 COLOUR PROCESS</th>
<th>1X</th>
<th>2-5X</th>
<th>6X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$8,570</td>
<td>$8,140</td>
<td>$7,285</td>
</tr>
<tr>
<td>½ Page</td>
<td>$5,740</td>
<td>$5,450</td>
<td>$4,880</td>
</tr>
<tr>
<td>¼ Page Banner</td>
<td>$3,430</td>
<td>$3,260</td>
<td>$2,915</td>
</tr>
<tr>
<td>Double Page Spread</td>
<td>$15,425</td>
<td>$14,650</td>
<td>$13,110</td>
</tr>
<tr>
<td>IFC</td>
<td>$10,710</td>
<td>$10,175</td>
<td>$9,105</td>
</tr>
<tr>
<td>IBC</td>
<td>$10,280</td>
<td>$9,640</td>
<td>$8,740</td>
</tr>
<tr>
<td>2-Page Gatefold</td>
<td>$16,970</td>
<td>$16,115</td>
<td>$14,420</td>
</tr>
</tbody>
</table>

Black and White: 10% discount
Mixed Units: Advertisers in four or more consecutive issues may vary the sizes of their ads according to the standard units shown and obtain the multiple-issue rate for each unit.
Taxes: Rates are not subject to GST or HST.

<table>
<thead>
<tr>
<th>ADVERTISING DEADLINES</th>
<th>ISSUE</th>
<th>SPACE CLOSE</th>
<th>MATERIAL DUE</th>
<th>DISTRIBUTION</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Autumn 2016</td>
<td>July 05, 2016</td>
<td>Aug. 02, 2016</td>
<td>Sept. 06, 2016</td>
</tr>
<tr>
<td></td>
<td>Winter 2017</td>
<td>Nov. 02, 2016</td>
<td>Nov. 30, 2016</td>
<td>Jan. 04, 2017</td>
</tr>
<tr>
<td></td>
<td>Autumn 2017</td>
<td>July 04, 2017</td>
<td>Aug. 01, 2017</td>
<td>Sept. 05, 2017</td>
</tr>
</tbody>
</table>

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# Mechanical Advertising Specifications

## ARTWORK REQUIREMENTS FOR ALL ADS:

- This publication is printed full-colour throughout on a web press to SWOP coated standards.
- PDF/x-1a is the only file format accepted.
- All fonts must be embedded or outlined.
- All ads are full-colour. Artwork must only use CMYK colours. If RGB, spot or Pantone colours are used, they will be automatically converted to CMYK. Some colour shifting may occur.
- Photos and bitmapped graphics (i.e. placed JPG, TIF or PSD images) should be 300 dpi at their final size.
- The artwork size should be exactly the size required. Do not leave extraneous space surrounding the artwork.
- Do not save artwork with crop marks and extraneous content. This includes full bleed ads.

Please send final PDF to Sally Choi at sally.choi@utoronto.ca by material deadline.

---

## SIZES

<table>
<thead>
<tr>
<th>SIZES</th>
<th>ARTWORK SIZE</th>
<th>WIDTH</th>
<th>HEIGHT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-page Bleed</td>
<td></td>
<td>8.125&quot;</td>
<td>10.75&quot;</td>
</tr>
<tr>
<td></td>
<td>TRIM SIZE</td>
<td>7.875&quot;</td>
<td>10.5&quot;</td>
</tr>
<tr>
<td></td>
<td>LIVE AREA</td>
<td>7.125&quot;</td>
<td>9.75&quot;</td>
</tr>
<tr>
<td>Full-page Non Bleed</td>
<td></td>
<td>7&quot;</td>
<td>9.75&quot;</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>ARTWORK SIZE</td>
<td>7&quot;</td>
<td>4.637&quot;</td>
</tr>
<tr>
<td></td>
<td>ARTWORK SIZE</td>
<td>3.408&quot;</td>
<td>9.75&quot;</td>
</tr>
<tr>
<td>1/4 Page Horizontal</td>
<td>ARTWORK SIZE</td>
<td>7&quot;</td>
<td>2.229&quot;</td>
</tr>
<tr>
<td>Double Page Bleed</td>
<td>ARTWORK SIZE</td>
<td>16.25&quot;</td>
<td>11&quot;</td>
</tr>
<tr>
<td></td>
<td>TRIM SIZE</td>
<td>15.75&quot;</td>
<td>10.5&quot;</td>
</tr>
<tr>
<td></td>
<td>LIVE AREA</td>
<td>15&quot;</td>
<td>9.75&quot;</td>
</tr>
</tbody>
</table>

The trim size of the magazine is 7.875" x 10.5".
Inserts and Polybagging

**WHAT IS POLYBAGGING?**

Polybagging is co-mailing your titles with a copy of *U of T Magazine*. It is a cost-efficient alternative to mailing your brochure or publication on its own. This does require you to align your publication’s printing schedule to ours (*U of T Magazine* is typically published in January, April and September).

*U of T Magazine*’s polybagging services allow our clients to zone by geographical location; choose an audience based on factors such as age, gender, degree, field of study; and even target mailing through the Prizm segmentation system, which groups readers according to consumer behaviour such as shared demographics, lifestyles, values, household income, marital status, education and dwelling type.

With *U of T Magazine* polybagging, campus clients also enjoy:

- Greater postal discounts: The cost of mailing a magazine or newsletter up to 30g in a company envelope is over $1.70 per piece for Canadian addresses, and publications mailing can range from 53¢ to 59¢ per piece. The costs of mailing to the U.S. and internationally are significantly higher. Our rates start as low as 45¢ per piece when co-mailed with *U of T Magazine* — this includes mailing to Canada, U.S. and international recipients. Rates are not subject to HST.
- Access to our audience: By polybagging with *U of T Magazine*, your piece will be targeted to our highly educated, affluent and engaged readers.
- Environmentally friendly option: Our poly (wrap) material is biodegradable and designed to be completely recyclable.

**WHAT IS THE DIFFERENCE BETWEEN AN OUTSERT AND AN INSERT?**

Capture the attention of our readers by including your outsert on top of *U of T Magazine* within the polybag — outserts can range from magazines and newsletters to catalogues and brochures.

Postcard-sized inserts can be placed inside the magazine as a blow-in (loose-leaf), tip-in (glue/tape) or bind-in (saddle-stitched).
# Inserts and Polybagging Rates

## POLYBAGGING RATES*

<table>
<thead>
<tr>
<th>OUTSERTS WEIGHT</th>
<th>COST</th>
</tr>
</thead>
<tbody>
<tr>
<td>Up to 50 grams:</td>
<td>$450/M</td>
</tr>
<tr>
<td>51 to 75 grams:</td>
<td>$490/M</td>
</tr>
<tr>
<td>76 to 100 grams:</td>
<td>$530/M</td>
</tr>
<tr>
<td>101 to 125 grams:</td>
<td>$570/M</td>
</tr>
<tr>
<td>126 to 150 grams:</td>
<td>$610/M</td>
</tr>
<tr>
<td>151 to 175 grams:</td>
<td>$710/M</td>
</tr>
<tr>
<td>176 to 200 grams:</td>
<td>$810/M</td>
</tr>
</tbody>
</table>

Note: Prices must be quoted individually on items exceeding 200 grams

## INSERTS WEIGHT  | COST     |
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BLOW-IN, BIND-IN</strong></td>
<td></td>
</tr>
<tr>
<td>Up to 10 grams:</td>
<td>$14/M</td>
</tr>
<tr>
<td>11 to 50 grams:</td>
<td>$35/M</td>
</tr>
<tr>
<td>51 to 75 grams:</td>
<td>$82/M</td>
</tr>
<tr>
<td><strong>TIP-IN</strong></td>
<td></td>
</tr>
<tr>
<td>Up to 10 grams:</td>
<td>$37/M</td>
</tr>
<tr>
<td>11 to 50 grams:</td>
<td>$60/M</td>
</tr>
<tr>
<td>51 to 75 grams:</td>
<td>$105/M</td>
</tr>
</tbody>
</table>

Note: Prices must be quoted individually on items exceeding 75 grams

Taxes: Rates are not subject to GST or PST

*Minimum fee: $3,900

## MECHANICAL REQUIREMENTS:

### Outsert
- Paper - 75lb. Postal Offset or 60lb. Offset or 80lb. Coated
- Minimum size - 4” x 6”
- Maximum size - 7-7/8” x 10-1/2”

### Insert
- Blow-in, bind-in, tip-in
- Maximum size - 6” x 6”
- Please inquire regarding multi layered blow-ins or blow-ins exceeding single-leaf format

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For more information about advertising in *U of T Magazine*, please call Sally Choi at (416) 978-0838 or email sally.choi@utoronto.ca
Terms and Conditions

Acceptance of any advertisement in U of T Magazine is at the sole discretion of the publisher. All copy and graphics are subject to approval by the publisher.

CONTRACTS
The publisher is not bound by any conditions, printed or otherwise, when such conditions conflict with the rate card or the publisher’s policies. Contracts cover any 24 months, starting with the first insertion.

The advertiser and/or advertising agency assume liability for all content (including text, representation and illustration) of each advertisement printed and also assume responsibility for any claim arising from there against the publisher. The advertiser and/or its advertising agency agree that U of T Magazine shall be under no liability for its failure, for any cause, to publish any advertisement.

PAYMENT
The publisher is entitled to payment as herein provided, upon having completed the printing and taken reasonable steps to distribute the publication. Payment is due in Canadian funds at the space closing date at U of T Magazine’s office unless credit has been granted.

CREDIT
Where credit has been granted by the publisher, payment is due 30 days from the date of invoice. If the advertiser has excess credit owing to the publisher, the publisher retains the right to cancel any additional advertisements.

AGENCY COMMISSION
15% of gross billing to recognized advertising agencies.

CANCELLATION
All magazine ads must be cancelled at least 5 business days prior to space closing. Failure to do so will result in a 25% cancellation fee.