



ADVERTISING INFORMATION

EXPLORING EXECUTIVE LIFE

COPY CHANGES • SPLIT RUNS • SPECIAL POSITIONING • LATE CHARGES

- Advertisers are subject to a minimum late charge of \$700 net for material received beyond the final extension date. In addition *The Bay Street Bull* magazine cannot guarantee priority positioning or quality control checking for any advertising material received after the final material extension date. Advertising Inserts are limited to the number of pre-printed inserts, booklets, gatefolds, reply cards and scent strips that can be carried in National, Regional selected markets where mechanically possible.
- Publication accepts both inserts and outserts on a supplied basis or can provide custom printing as required.
- Rates are available on request: written quotes will be honoured for 30 days.
- Insert/outsert space will not contribute to ROP discounts. Insertion orders for inserts/outserts are non-cancellable 90 days prior to the space closing date.
- There is an incremental production charge to advertisers wishing to tip an insert and/or usable sample to a ROP page.
- Multi-page inserts and usable samples are subject to a postal charge. Positioning of fractional size units normally restricted to the foot of page.
- Note: Minimum back-up unit of full page B & W or Black & 1 colour or an advertising unit of equivalent rate is required when running reply cards or scent strips.
- Commission, Payments & Cash Discount Agency
Commission: 15% of gross billing allowed on space, colour and position charges to recognized agencies only. Commission is not allowed on other charges, such as extra mechanical charges, reprints, split runs etc.
- Billing is 30 days from distribution date (or invoice date). 2% on 60 day; 3% 90 day; 5% on 90+ days
Space will be billed at the one-time rate until such time as a contract specifying the frequency level is received at accounts payable at office of publication in Canadian funds, or equivalent funds, at the rate of exchange prevailing at time of payment.

GOODS & SERVICES TAX (GST)

Prices are subject to the addition of Goods and Services Tax (GST) and a Québec Sales Tax (QST)

where applicable. In most cases, these taxes are recoverable and do not affect the price of advertising.

