



2006 NATIONAL CLOSING DATES AND RATES

2006 Closing Dates

No rate increase

Issue	Space Close	Material Deadline	Distribution Date
February	December 21/05	January 5	February 2
April	March 3	March 10	March 28
Summer	May 19	May 26	June 15
September	August 4	August 11	August 29
October	September 1	September 8	September 28
December	October 27	November 2	November 23

The Bay Street Bull 4 Colour Rates

Size	1x	3x	6x	8x	10x
Double Page Spread	13,750	12,925	12,515	11,965	11,690
Full Page	6,900	6,695	6,495	6,295	5,990
1/2 Page	4,690	4,410	4,265	4,075	3,975
1/3 Page	3,890	3,660	3,540	3,380	3,310
1/4 Page	3,425	3,220	3,100	2,950	2,900
Banner Ad	2,925	2,750	2,665	2,545	2,375

The Bay Street Bull Cover Rates

Size	1x	3x	6x	8x	10x
IFC Spread	16,500	15,500	15,000	14,360	14,025
IFC Spread – Position 2	15,815	14,865	14,390	13,750	13,440
IFC	8,250	7,750	7,500	7,185	7,015
IBC	7,910	7,435	7,195	6,875	6,720
OBC	8,595	8,075	7,820	7,475	7,310

* Positioning guarantee: 15-25% surcharge

* Rates for cover gatefolds, french doors, polybags, inserts, tip-ons and other special requirements are available upon request.

