

ATLANTIC SHOWCASE

**Guarantee Your Business Voice Is Heard, In Your Own Words,
In Atlantic Canada's Leading Business Magazine.**

THE SHOWCASE cost of \$6,400.00 provides you (the showcase client) a full page four colour advertisement (\$4,500.00 value) as well as a minimum full page feature story. The story is prepared by a professional writer, at no additional cost, as per your specifications.

The size of your personal feature has the potential for unlimited expansion at no additional cost to you, depending on the level of support advertising booked by clients, suppliers and business associates who wish to share in your success and support your endeavor.

You supply the list of potential supportive advertisers, we sell the advertising.

The only component of the Showcase that is not included in this cost is photography. All photos/images within the Showcase are the responsibility of the Showcase client. Please contact the Art Department, jmiller@atlanticbusinessmagazine.com, for photography submission specifications.

Atlantic Showcase 2010 Deadlines

Issue	Booking	Ad Space	Submission	Layout Approval	Pub Date
Jan/Feb	Oct. 12, 2009	Nov. 13, 2009	Nov. 19, 2009	Nov. 26, 2009	Jan. 7, 2010
Mar/April	Dec. 1, 2009	Jan. 14, 2010	Jan. 21, 2010	Jan. 28, 2010	Mar. 10, 2010
May/June	Feb. 18, 2010	Mar. 18, 2010	Mar. 25, 2010	April 1, 2010	May 13, 2010
July/Aug	April 15, 2010	May 13, 2010	May 20, 2010	May 27, 2010	July 8, 2010
Sept/Oct	June 16, 2010	July 15, 2010	July 22, 2010	July 29, 2010	Sept. 8, 2010
Nov/Dec	Aug. 16, 2010	Sept. 15, 2010	Sept. 22, 2010	Sept. 29, 2010	Nov. 10, 2010

Support Advertising Sizes and Rates

Size	Dimensions	Color Rate	B/W Rate
DPS (Image Area)	15.250w x 9.875h	\$7995.00	\$6650.00
DPS (Trimmed Area*)	16.250w x 10.875h		
1 Page (Image Area)	7.125w x 9.875h	\$4500.00	\$4125.00
1 Page (Trimmed Area*)	8.125w x 10.875h		
2/3 Page (vertical)	4.625w x 9.875h	\$3375.00	\$3025.00
JDPS (Image Area)	15.250w x 4.625h	\$4895.00	\$3700.00
JDPS (Trimmed Area*)	16.250w x 5.125h		
1/2 Page (vertical)	4.625w x 7.125h	\$2650.00	\$1975.00
1/2 Page (horizontal)	7.125w x 4.875h		
1/3 Page (vertical)	2.250w x 9.875h	\$1940.00	\$1375.00
1/3 Page (horizontal)	4.625w x 4.875h		
1/6 Page (horizontal)	4.625w x 2.250h	\$1140.00	\$950.00
1/6 Page (vertical)	2.250w x 4.875h		