

2012 Editorial/Ad Rates

ISSUE DATE	EDITORIAL LINEUP	SPACE CLOSE	MATERIAL DUE	DISTRIBUTION
April	<p>The Healer: How one man's vision led to a burgeoning business in pro sports and in recreational gyms across the land.</p> <p>Immigrant entrepreneurship: A look at new Canadians and the business challenges they face.</p>	Monday, March 26	Thursday, March 29	Wednesday, April 25
June	<p>In the know: What entrepreneurs can learn from legends of business.</p> <p>Managing your reputation: How one online company helps protect brands and reputations in the digital universe.</p> <p>Cool Runnings: The growing popularity of the obstacle race business.</p>	Tuesday, May 15	Friday, May 18	Wednesday, June 13
October	<p>Biz Ed: How business schools across Canada are fostering entrepreneurship.</p> <p>New business in old business: How retiring baby boomers are selling their businesses, and to whom.</p> <p>The survivors: Bringing companies back from near-death experiences and the lessons they learned.</p>	Tuesday, September 4	Friday, September 7	Thursday, October 4
November	<p>Growth Ops: Finding the right mentor for your start-up or high-growth company.</p> <p>Heeding good advice: Knowing when and how to set up an advisory board and who best to recruit.</p> <p>Making connections: A user's guide to targeting the best networking events and opportunities.</p>	Tuesday, October 23	Friday, October 26	Wednesday, November 21



Advertising Rates

SIZE	1-2X	3X	4X
Full Page	\$18,790	\$18,035	\$16,910
DPS	\$35,700	\$34,270	\$32,130
½ DPS	\$23,970	\$22,990	\$21,560
⅓ Page	\$15,980	\$15,340	\$14,380
½ Page	\$12,580	\$12,080	\$11,330
⅓ Page	\$8,455	\$8,115	\$7,610
IFC/IBC	\$21,645	\$20,785	\$19,480
OBC	\$23,540	\$22,595	\$21,185



NOTE: EDITORIAL LINEUP SUBJECT TO CHANGE