

# Advertising Rates & Agreement

for „Das Echo“ - Newspaper serving the German Speaking Communities

I/We the undersigned \_\_\_\_\_ agree to have our ad appear in the German Language Newspaper „Das Echo“ \_\_\_\_\_ x starting with the month of \_\_\_\_\_ 200\_, which is published and distributed in the first week of each month. **Note:** The editor's deadline is on the 15th of each preceding month. Circulation: 30 000

Nominal Size:	Basic Dimensions		Regular Rates per issue	12-month discounted rate per issue		
	Inches	Metric				
	Width	Height	Width	Height		
<input type="checkbox"/> 1/16 page	2.535"	3.750"	64,40	95,23 mm	63.00	48.00
<input type="checkbox"/> Business Card	5.190"	2.000"	131,80	50,80 mm	67.00	53.00
<input type="checkbox"/> 1/8 page	5.190"	3.750"	131,80	95,25 mm	126.00	95.00
<input type="checkbox"/> 1/8 page	2.535"	6.750"	64,40	171,45 mm	126.00	95.00
<input type="checkbox"/> 1/4 page	5.190"	6.750"	131,80	171,45 mm	242.00	183.00
<input type="checkbox"/> 3/8 page	7.845"	6.750"	199,65	171,45 mm	372.00	293.00
<input type="checkbox"/> 1/2 page	10.500"	6.750"	266,70	171,45 mm	452.00	365.00
<input type="checkbox"/> 1/2 page	5.190"	13.750"	131,80	346,25 mm	452.00	365.00
<input type="checkbox"/> 3/4 page	7.845"	13.750"	199,65	346,50 mm	620.00	525.00
<input type="checkbox"/> One full page	10.500"	13.750"	266,70	346,25 mm	788.00	683.00

Prices includes GST/QST which we pay. Printing in black&white. Colours extra: Spot colour Magenta Red or Blue: \$95.00. 4-colour process: \$265.00.

*Print Specification:* Line screen 1200 • Resolution 85

**Precise dimensions for widths of columns:** One column wide = 2.535" (64.40 mm); two columns wide = 5.190" (131,80 mm); three columns wide = 7.845" (199,65 mm); four columns wide or full page width = 10.500" (266,70 mm)

Dated this \_\_\_\_\_ 200\_\_

Company or individual name (or contact) \_\_\_\_\_

Address: \_\_\_\_\_

Authorized signature: \_\_\_\_\_ Tel. \_\_\_\_\_

Please send agreement, together with pertaining ad informations, illustrations, logos, photos etc. to:

**Das Echo - Attn. of Christiana Schuldt, V.P. Marketing**

**P.O. Box 27, Pointe-Claire QC H9R 4N5**

**E-mail: Advertising@dasecho.com / Website: dasecho.com**

**Toll free in Canada & USA: 1-888-522-3653 / 514-335-3653**