



September 1, 2008 To August 31, 2009
NET RATES

FINANCIAL POST BUSINESS - NATIONAL EDITION

CANADA

FREQUENCY CONTRACT LEVELS FOR NET RATES

	1+	3+	6+	9+	12+
Cover - Inside Front Spread	38466.00	37305.00	36502.00	35699.00	34985.00
Cover - Inside Back	20884.00	20259.00	19813.00	19367.00	19010.00
Cover - Outside Back	21955.00	21330.00	20884.00	20438.00	19992.00
Full Page	17956.00	17760.00	17403.00	17046.00	16689.00
Double Page Spread	34807.00	33736.00	33022.00	32308.00	31594.00
Mini-spread	23740.00	23115.00	22580.00	22134.00	21598.00
2/3 Page	14637.00	14190.00	13923.00	13566.00	13298.00
Half Page Digest	13387.00	12941.00	12673.00	12406.00	12138.00
Half Page Horizontal	13387.00	12941.00	12673.00	12406.00	12138.00
Half Page Vertical	13387.00	12941.00	12673.00	12406.00	12138.00
1/3 Page Square	9907.00	9550.00	9371.00	9193.00	9014.00
1/3 Page Vertical	9907.00	9550.00	9371.00	9193.00	9014.00
1/3 Page Horizontal	9907.00	9550.00	9371.00	9193.00	9014.00

Notes

Rates indicated include colour.