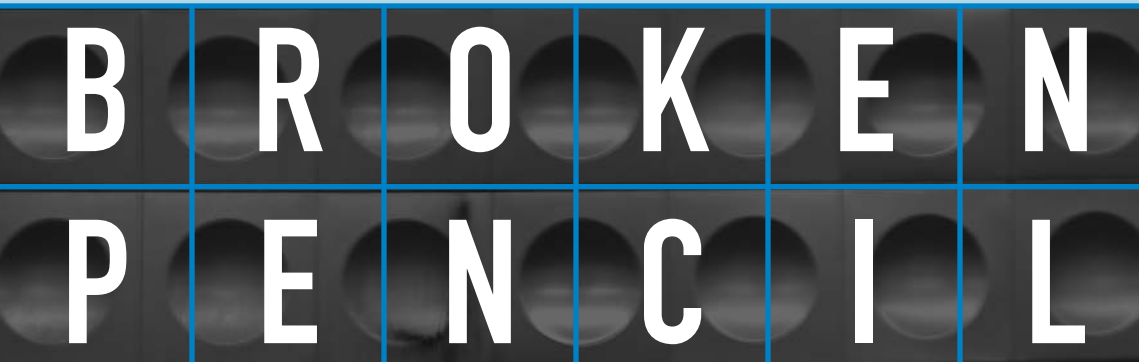


# RATE CARD

	1 ad	2 ads 10% off!	3 ads 15% off!	4 ads 20% off!	5 ads 25% off!
Back cover 8" (w) x 10 5/8" (h) + 1/4" bleed	\$600	\$540	\$510	\$480	\$450
Inside front cover 8" (w) x 10 5/8" (h) + 1/4" bleed	\$500	\$450	\$425	\$400	\$375
Inside back cover 8" (w) x 10 5/8" (h) + 1/4" bleed	\$460	\$414	\$391	\$368	\$345
Full page 7" (w) x 9 3/8" (h) or 8" (w) x 10 5/8" (h) + 1/4" bleed	\$310	\$279	\$263	\$248	\$232
1/2 page vertical: 3 3/8" (w) x 9 3/8" (h) horizontal: 7" (w) x 4 1/2" (h)	\$220	\$198	\$187	\$176	\$165
1/3 page horizontal 7" (w) x 3" (h)	\$180	\$162	\$153	\$144	\$135
1/4 page vertical vertical: 3 3/8" (w) x 4 1/2" (h) horizontal: 7" (w) x 2 1/8" (h)	\$140	\$126	\$119	\$112	\$105

Note: Frequency discounts only apply to ads that run consecutively. Back cover ad includes full colour. All prices include tax. Pay by credit card: ask us for details. Yes we can insert your flier or program! Contact us for rates on insertions.



## Advertising on [www.BrokenPencil.com](http://www.BrokenPencil.com)

Brokenpencil.com is the place to reach the indie-friendly! With more and more people visiting websites and buying product online, advertising on our website is the perfect way to drive traffic to your online store. Take advantage of North America's best website of indie culture and advertise now!

### YOUR BANNER ON OUR MAIN PAGE

Front and centre! Get your banner right in the face of the thousands who come to Broken Pencil in search of links and portals to indie culture. Send them directly to your store!  
\$280 for 2 months.

### THE BROKEN PENCIL RECOMMENDS LISTING

Inclusion in our list of indie publishers, record labels, festivals, galleries, magazines and other cool portals to indie phenomenon. Comes with link to your website and a description.  
\$150 a year.

**20% OFF ALL ONLINE ADVERTISING IF YOU ARE ALSO  
A FREQUENCY ADVERTISER WITH BROKEN PENCIL.**

## Getting us your ad

We prefer to receive ads electronically -- you can send us your ad by ftp to [ftp.lrw.ca/in/bp](ftp://ftp.lrw.ca/in/bp) or by email to [brokenpencil@lrw.ca](mailto:brokenpencil@lrw.ca). The preferred file format is an acrobat press-ready PDF file. TIFF and JPEG files should be at least 200 dpi. To send us your ad by mail or by courier, or if you have any questions about ad specifications, please contact us by email at [brokenpencil@lrw.ca](mailto:brokenpencil@lrw.ca).

## Contacting Broken Pencil

Office phone: 416 204 1700  
Email: [ads@brokenpencil.com](mailto:ads@brokenpencil.com)  
Mailing address: PO Box 203, Station P, Toronto, ON M5S 2S7 CANADA  
Courier address: 213 Lisgar St., Toronto, ON M6J 3G6 (ask courier to leave in mailbox if no one is home - no signature required)