

# POLISH BUSINESS DIRECTORY

2015

PRINTED EDITION

GTA • ONTARIO

## ADVERTISING RATES



- 500,000 Polish-Canadian market in Ontario
- 10,000 Polish-Canadian businesses, professionals & institutions in Ontario
- 29<sup>th</sup> edition, over 600 pages
- free copy available in 1000 locations in Ontario
- printed once a year in April since 1986
- early bird prices until June 30

Sarnia  
Windsor  
Chatham  
London  
St. Thomas  
Woodstock  
Brantford  
Ancaster  
Hamilton  
Stoney Creek  
St. Catharines  
Niagara Falls  
Renwick  
Chippawa  
Welland  
Burlington  
Dundas  
Cambridge  
Stratford  
Kitchener  
Waterloo  
Guelph  
Milton  
Oakville  
Brampton  
Mississauga  
Toronto  
Orangeville  
Sudbury  
North Bay  
Parry Sound  
Huntsville  
Haliburton  
Minden  
Owen Sound  
Collingwood  
Wasaga Beach  
Midland  
Orillia  
Barrie  
Ajax  
King City  
Aurora  
Bradford  
Newmarket  
Uxbridge  
Pickering  
Stouffville  
Port Hope  
Clarington  
Trenton  
Picton  
Peterborough  
Lindsay  
Belleville  
Kingston  
Bancroft  
Barry's Bay  
Wilno  
Brockville  
Ottawa  
Nepean



Master Printing Inc. operating as

**ASTER MARKETING & PUBLISHING**

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mail@mastermp.com



**REGULAR LISTING** on pink pages **\$60**

Additional listings **\$30** each

- Business category (one) • Company name • Address (one) • Telephone number (one)  
• E-mail address (one) • Website address (one)

**BOX LISTING** on pink pages **\$100**

**XXX Travel Agency**  
Specializing in last minute deals

2371 Oak Wood Dr.....**416. 647.2745**  
www.travelwithsun.com .....info@travelwithsun.com

- Business category (one)
- One line of text
- Telephone no (one)
- Website address (one)
- Size: 2<sup>3</sup>/<sub>8</sub>" x 3<sup>4</sup>/<sub>4</sub>" (2.375" x 0.75")
- Company name
- Address (one)
- E-mail address (one)

## DISPLAY ADS ON UNCOATED (REGULAR) WHITE PAPER

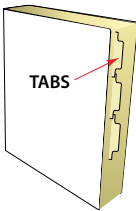
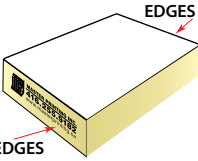
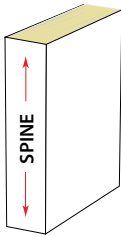

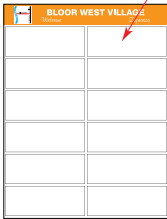

Size	Nº of colours	FULL PAYMENT by June 30	FULL PAYMENT by Sept. 30	FULL PAYMENT by Dec. 31	FULL PAYMENT by Mar. 31/2015	FULL PAYMENT by June 30/2015
<b>1 PAGE</b> 7.25"x 9.75"	<b>1 black</b>	\$945	\$992	\$1,040	\$1,092	\$1,145
	<b>2</b>	1,040	1,090	1,144	1,199	1,260
	<b>full colour</b>	1,299	1,363	1,430	1,499	1,574
<b>1/2 PAGE</b> 7.25" x 4.75"	<b>1 black</b>	630	660	693	728	765
	<b>2</b>	693	726	763	799	842
	<b>full colour</b>	866	908	954	999	1,052
<b>1/4 PAGE</b> 3.5"x 4.75" or 7.25"x 2.25"	<b>1 black</b>	472	495	520	546	573
	<b>2</b>	520	545	572	599	630
	<b>full colour</b>	650	680	715	749	787
<b>1/8 PAGE</b> 3.5"x 2.25"	<b>1 black</b>	354	370	389	408	428
	<b>2</b>	389	407	428	449	471
	<b>full colour</b>	487	509	535	561	589

**DISPLAY ADS ON COATED (GLOSSY) WHITE PAPER**

FRONT	1 <sup>st</sup> page	\$2,995	\$3,145	\$3,300	\$3,465	\$3,638
	2 <sup>nd</sup> page	2,595	2,725	2,860	2,999	3,150
	3 <sup>rd</sup> page	2,695	2,830	2,970	3,120	3,275
	4 <sup>th</sup> page	2,295	2,410	2,530	2,655	2,787
	5 <sup>th</sup> page	2,395	2,440	2,562	2,690	2,825
	1 page	1,900	1,995	2,095	2,200	2,310
INSIDE	1/2 page	1,250	1,300	1,365	1,435	1,505
	1 page	2,200	2,300	2,400	2,500	2,625
	1/2 page	1,450	1,525	1,600	1,680	1,765
	Last page	2,625	2,755	2,890	3,035	3,185

Size: 1 page 8.25" x 10.75      1/2 page 8.25" x 5.25"

## SPECIAL LIMITED ADVERTISING OFFERS

<b>COVER</b> 12 PT COVER STOCK, 8.25" x 10.75" FULL COLOUR, BLEED, LAMINATED OUTSIDE	<b>OBC</b> OUTSIDE BACK COVER	\$6,995		
	<b>IFC</b> INSIDE FRONT COVER	\$3,995		
	<b>IBC</b> INSIDE BACK COVER	\$3,500		
<b>TAB</b> 8 PT COVER STOCK, FOLDED, DIECUT, FULL COLOUR COATED, LOCATION TO BE NEGOTIATED 8.25" x 10.75" PLUS TAB	<b>2 pages (front &amp; back)</b>	\$4,995		
	<b>1 page front</b>	\$2,995		
	<b>1 page back</b>	\$2,495		
<b>EDGE</b> INKJET IN 1 COLOUR: RED, BLUE OR BLACK. MAXIMUM AREA 0.5" x 7"	<b>1 end</b>	\$2,995		
	<b>2 ends</b>	\$4,495		
<b>SPINE AD</b> 4 AVAILABLE, 2.5" x 1.25"		\$1,500		
<b>LOGO ON COVER</b> 34 AVAILABLE, 1 1/8" x 3/4"		\$600		
<b>MINI DIRECTORY AD</b> 12 PER PAGE, 1 1/8" x 3/4"	<b>In the front section of the book on glossy pages</b>	\$200		
<b>COUPON</b> 21 PER PAGE, SIZE 2 3/8" x 1 5/16", 2 SIDED, FULL COLOUR	<b>last uncoated page</b>	\$150		
	<b>last uncoated page together with ad</b>	\$75		
<b>SPACE FILLER</b> RANDOM LOCATION	<b>random location 1 3/4" x 2 1/4" min. order of 3</b>	\$100/each		
<b>BANNER</b> ON UNCOATED PAGES, FULL COLOUR SIZE 3/8" x 3.5"	<b>Top of the page (where available)</b>	200	\$3,500	
		150	\$3,000	
		100	\$2,250	
		50	\$1,250	
		25	\$750	

**DUPLICATED AD**

**SECOND AD AT HALF PRICE** • first ad at full price • same artwork • same size

# MAGAZYN

POLISH BUSINESS MAGAZINE

DODATEK DO POLSKIEGO PRZEWODNIKA HANDLOWEGO

FREE

AD TYPE	SIZE	PRICE PER ISSUE \$
BOX	11 1/4" x 4"	60
1/4 page	4" x 5"	240
1/2 page	8" x 5"	350
1 page	8 1/4" x 10 3/4"	595
COVER - logo on front	1 1/8" x 3/4"	150
COVER - inside back	8 1/4" x 10 3/4"	695
COVER - inside front	8 1/4" x 10 3/4"	795
COVER - outside back	8 1/4" x 10 3/4"	895
CENTRAL SPREAD 2 PAGES	16 1/2" x 10 3/4"	995
INTERVIEW + AD 2 PAGES	16 1/2" x 10 3/4"	795
ADVERTORIAL + AD (Selfwritten article) 1 PAGE	8 1/4" x 10 3/4"	295

Serving 500.000 Polish Community since 1984

- Your advertisement will appear in print, online & on mobile
- Format 8 1/4" x 10 3/4"
- Circulation 15,000
- Full colour, gloss paper, 52 pages
- Free distribution in 100 Polish stores & businesses
- Ad design included in the price
- 40% downpayment at signing of contract, balance due upon distribution
- HST extra

TERMS & CONDITIONS • minimum 30% deposit required with order • Duration of advertisement in the book is 12 months. From April 2015 to April 2016. One design included in the price • Reservation of specific location of an ad on page is not possible • Ad sale ends December 31, 2015 (deadline). • Rates valid until April 2015 • If your advertising is not paid in full, a minimum downpayment of 50% is required by Dec 31/15 • All limited space ads have to be booked & paid in full by September 1, 2014 • All prices are per year • HST not included in the price.



June 13, 2014