

2010 Advertising Rates

| National Four colour | 1x | 4x | 8x | 12x | 16x | 20x | 22x |
|---------------------------------|-----------|-----------|-----------|------------|------------|------------|------------|
| Page | \$18,545 | \$17,995 | \$17,450 | \$16,920 | \$16,420 | \$15,930 | \$15,450 |
| 2/3 page | 15,760 | 15,295 | 14,830 | 14,385 | 13,955 | 13,540 | 13,130 |
| 1/2 page | 12,980 | 12,595 | 12,215 | 11,845 | 11,490 | 11,150 | 10,815 |
| 1/3 page | 8,345 | 8,100 | 7,850 | 7,615 | 7,390 | 7,170 | 6,950 |
| Banner | 10,199 | 9,895 | 9,595 | 9,310 | 9,010 | 8,760 | 8,495 |
| 1/2 DPS | 25,960 | 25,190 | 24,425 | 23,225 | 22,985 | 22,300 | 21,630 |
| B&W | 1x | 4x | 8x | 12x | 16x | 20x | 22x |
| Page | \$14,835 | \$14,395 | \$13,960 | \$13,540 | \$13,135 | \$12,740 | \$12,360 |
| 2/3 page | 12,610 | 12,235 | 11,865 | 11,505 | 11,165 | 10,830 | 10,505 |
| 1/2 page | 10,385 | 10,075 | 9,770 | 9,475 | 9,195 | 8,920 | 8,650 |
| 1/3 page | 6,675 | 6,475 | 6,280 | 6,090 | 5,910 | 5,735 | 5,560 |
| Banner | 10,200 | 7,915 | 7,675 | 7,445 | 7,225 | 7,010 | 6,795 |
| 1/2 DPS | 20,770 | 20,150 | 19,540 | 18,950 | 18,385 | 17,840 | 17,300 |
| Ontario Four colour | 1x | 4x | 8x | 12x | 16x | 20x | 22x |
| Page | \$12,980 | \$12,560 | \$12,215 | \$11,850 | \$11,495 | \$11,155 | \$10,820 |
| 2/3 page | 11,035 | 10,710 | 10,380 | 10,070 | 9,770 | 9,480 | 9,195 |
| 1/2 page | 9,085 | 8,820 | 8,550 | 8,295 | 8,050 | 7,810 | 7,570 |
| 1/3 page | 5,840 | 5,670 | 5,500 | 5,330 | 5,175 | 5,020 | 4,870 |
| Banner | 7,140 | 6,930 | 6,720 | 6,515 | 6,320 | 6,135 | 5,950 |
| 1/2 DPS | 18,170 | 17,635 | 17,100 | 16,585 | 16,095 | 15,615 | 15,145 |
| Premium Four colour | 1x | 4x | 8x | 12x | 16x | 20x | 22x |
| OBC | \$23,180 | \$22,490 | \$21,810 | \$21,150 | \$20,520 | \$19,910 | \$19,310 |
| IFC DPS | 42,650 | 41,385 | 40,130 | 38,920 | 37,760 | 36,635 | 35,530 |
| IBC | 21,325 | 20,690 | 20,065 | 19,460 | 18,880 | 18,315 | 17,765 |

Frequency rates may be applied for combined buys.

Creative opportunities

Inserts, polybags, gatefolds and other opportunities are available on request.

Editorial adjacencies

Canadian Business offers several editorial adjacencies as key anchored advertising positions. These advertising opportunities are available at a 10% premium.

PROFIT MoneySense

Canadian Business

1 Mount Pleasant Road, 11th Floor, Toronto, Ontario, M4Y 2Y5
Tel: 416-764-1224

 **ROGERS™**

2010 Publishing Calendar

| Issue | Anchor Issues | Sales Close date | Material closing date | Impact date |
|------------------|-------------------|------------------|-----------------------|--------------|
| February 15 | Outlook | December 30 | January 6 | January 14 |
| March 1 | | January 29 | February 3 | February 11 |
| March 15 | | February 11 | February 17 | February 25 |
| April 12 | The Futures Issue | February 26 | March 3 | March 11 |
| April 26 | | March 25 | March 30 | April 8 |
| May 10 | Best Brands | April 9 | April 14 | April 22 |
| Summer 2010 | Investor 500 | April 23 | April 28 | May 6 |
| June 14 | | May 7 | May 12 | May 20 |
| July 19 | Retirement | May 28 | June 2 | June 10 |
| August 16 | | July 2 | July 7 | July 15 |
| September 13 | | July 29 | August 4 | August 12 |
| September 27 | | August 26 | August 31 | September 9 |
| October 11 | | September 10 | September 15 | September 23 |
| October 25 | Prosperity Report | September 24 | September 29 | October 7 |
| November 8 | MBA Report | October 7 | October 13 | October 21 |
| November 22 | | October 22 | October 27 | November 4 |
| January 17, 2011 | The Rich 100 | November 5 | November 10 | November 18 |
| WINTER 2010/11 | Winners & Losers | November 19 | November 24 | December 2 |

Material close dates are firm. It is the responsibility of the advertiser to supply correct advertising material to Rogers Publishing by the indicated material close date. Rogers Publishing cannot guarantee that any material received after the indicated material close date will run in that issue. Please refer to our terms and conditions for additional details.

Start Date is the first date a copy of the magazine will arrive on newsstand or in subscriber's home.

Updated: February 2, 2010

2010 Advertising Information and Specifications

Mechanical Requirements

| Trim Size of Magazine: 7-7/8" width x 10-3/4" depth | | | |
|--|---|--------------------------------|--------------------------------|
| Ad Format | Trim Size (WxD) (Please Build Ad To This Size) | Bleed Area | Live Area |
| Double Page Spread | 15-3/4" x 10-3/4" | Minimum of 1/8" beyond trim | Minimum of 1/4" inside trim |
| Full Page | 7-7/8" x 10-3/4" | | |
| 2/3 Page Vertical | 5-1/8" x 10-3/4" | | |
| 1/2 Double Page Spread | 15-3/4" x 5-3/8" | | |
| 1/2 Page Horizontal | 7-7/8" x 5-3/8" | | |
| 1/2 Page Island | 5" x 7-7/8" | | |
| 1/3 Page Vertical | 2-3/4" x 10-3/4" | | |
| 1/3 Page Square | 4-7/8" x 5-3/8" | | |
| Banner Ad | 7-7/8" x 2" | | |
| BLEED: For ads intended to bleed, please add an 1/8" beyond trim size | | | |
| LIVE: Please allow 1/4" of type safety inside trim size | | | |

Important Note: Hold all type matter or illustrative material not intended to trim a minimum of 1/4" from outside trim edges and include 1/8" gutter allowance for spreads (saddle stitch) or 1/4" gutter allowance for spreads (perfect bound). Publisher is NOT responsible for line-up of type or image running through the gutter on spreads or single pages to adjacent insert. Running type or image through the gutter is STRONGLY discouraged. Folding and trimming are subject to variation.

Production process

Printing: High speed, web offset lithography.

Format: Computer-To-Plate.

Binding: Saddle Stitch

Magazine Trim Size: 7 7/8" Width by 10 3/4" Depth

Supplied Advertising Materials

PDF/X-1a:2001, or a generic PDF created to Rogers Publishing specifications, sent online using Magazines Canada AdDirect at addirect.sendmyad.com.

For further information regarding Rogers Publishing specifications refer to www.rogersdigitalads.com, or contact Production Manager at (416) 764-2031.

Rogers Publishing does not accept responsibility for material content, or colour trapping.



2010 Advertising Information and Specifications

Advertising Information

General information

- a. Advertiser and advertising agency agree that Rogers Publishing shall be under no liability for its failure for any cause to publish any advertisement.
- b. Publisher reserves the right to refuse any advertisement for any reason. Advertiser and advertising agency assume liability for all content (including text, representation and illustration) of advertisements printed and also assume responsibility for any claim arising there from against the Publisher.
- c. Photographs, artwork and other production items made for advertisers are charged to them separately, in addition to space charges.
- d. Rates subject to change without notice.
- e. Publisher shall be entitled to payment as herein provided, upon having completed the printing of the advertising and having taken reasonable steps to see that the publication shall be distributed.
- f. Publisher will not be responsible for reproduction of colour advertisements unless digital proofs are generated from the supplied digital file.

Commission

- a. Agency commission: 15% of gross billing allowed on space, standard colour, position and charges for special insert stock, to recognized agencies only. Commission is not allowed on other charges, such as extra mechanical charges, special colours, reprints, etc.
- b. Terms: Net 30 days.
- c. Accounts payable at office of publication in Canadian funds, or equivalent funds at the rate of exchange prevailing at time of payment.

Contract and copy regulations

- a. Advertisers may earn unit frequency discounts by adding together all individual advertising units within a 12-month contract period. Rates charged as per rate card in effect at the time of each insertion.
- b. Frequency discounts will not be recognized unless a contract is issued.
- c. Contracts for covers and special positions and inserts are non-cancelable.
- d. Preferred and unusual positions: 20% premium over earned rates.
- e. No cancellations are accepted after closing date for advertising space.
- f. Any claim rendered by an advertiser or agency against publishing for rebates on charges made under contract, for any reason, must be filed with the company in writing within 60 days following the expiration of the contract.
- g. In the event that an advertiser's contract is not fulfilled as specified, the advertiser agrees to accept the resulting short-rates back to the best earned space rate applicable within the specified 12-month period.
- h. Publisher is not bound by any conditions, printed or otherwise, appearing on contracts or copy instructions when such conditions conflict with policies covered by this rate card.
- i. Verbal agreements are not recognized by the company.
- j. Publisher reserves the right to cancel the contract at any time upon default by agency in the payment of bills. In the event of such cancellation, charges for all advertising published shall become immediately due and payable by agency. Further, if there has been any

default in the payment of a prior bill, or if, in the judgment of the publisher, the agency's credit becomes impaired, the Publisher shall have the right to require payment for further advertising upon such terms as he/she may see fit.

- k. Publisher is not bound by any conditions, printed or otherwise, on contracts, insertion orders or copy instructions when such conflict with policies covered by this rate card.

Inserts

- a. Rates upon request.
- b. Samples must be provided at least two weeks prior to space closing for approval of handling, sizes and stock selection. Please contact Production Department for detailed specifications.
- c. The Publisher reserves the right to print on the reverse side of inserts that are printed on one side only.
- d. Limited positions available per issue.
- e. Supplied inserts from outside Canada must be imprinted with country of origin. (e.g. "Printed in U.S.")

Goods & Service Tax

The Government requires that all published advertising bear a GST of 5% unless purchased by an organization that is zero-rated under the legislation. Our published rates do not include the GST. The 5% will be added to the invoices and clearly identified.

2010 Advertising Information and Specifications

Web Advertising Information

Canadianbusiness.com is the online home of **MoneySense**, **PROFIT** and **Canadian Business**.

Canadian Business Network (formerly Canadian Business Online) is the interactive destination site for business decision makers and investors seeking the information, perspective and direction that makes them successful in their businesses, their careers, and with their money. **Canadian Business Network** is the interactive site focused on your business and financial success.

Through a unique combination of breaking news, thought-provoking editorial context and interactive offerings, **Canadian Business Network** delivers the inside track on everything from investing and financial markets to business and career management, technology and more.

For online advertising information, contact: (416) 764-2460 or (416) 764-3142

Please visit the Rogers Publishing corporate website at www.rogerspublishing.ca to source additional advertising information on all our magazine brands.

General Terms And Conditions

GENERAL TERMS AND CONDITIONS

The applicable insertion order (to the extent it does not conflict with the terms hereof), the then current rate card of the publication(s) to which the insertion order relates ("Publication") and Publication's then current advertising specifications are incorporated by reference into these terms and conditions and are collectively referred to as the "Agreement". The person(s), firm or corporation contracting with Rogers Publishing Limited ("Publisher") for the insertion of advertising in Publication, whether as principal ("Advertiser") or as agent ("Agency"), shall be deemed authorized for all purposes relating to the Agreement.

Rates and Commissions

- (a) Publisher reserves the right to change its advertising rates at any time. Rate changes shall be made at least 30 days in advance of the closing date of the first issue to which such rates apply. If a rate change is not acceptable to Advertiser or Agency, it may, within 15 days of notification of such rate change, cancel the Agreement without incurring short rate charges (excluding multi-year discounts).
- (b) Advertising rates are subject to the addition of applicable taxes, including Goods and Services Tax (GST), Harmonized Sales Tax (HST) and a Quebec Sales Tax (QST) where applicable.
- (c) Agency commissions equal to up to 15% of gross billings for space, colour, position or special insert stock are payable to recognized agencies only. Commissions are not payable on extra mechanical charges, reprints, split runs and other such charges.
- (d) Any negotiated discounts are only applicable to and available during the period in which they are earned. Rebates resulting from any and all earned advertiser discount adjustments must be used within 6 months after the end of the period in which they are earned, and will expire if unused during such period.

Billing and Payments

- (a) Advertiser and Agency shall be jointly and severally liable for payment of all invoices for advertising published in Publication.
- (b) Amounts invoiced are payable upon receipt of invoice. Interest shall be charged at a rate of 1% per month (18% per annum) on amounts outstanding for more than 30 days from the date of invoice.
- (c) Invoiced amounts are payable at Publication's office in Canadian funds, or equivalent funds at the rate of exchange prevailing at the time of payment.
- (d) Publisher reserves the right to change the payment terms to cash with insertion order at any time.

Cancellation

- (a) Cancellation of the Agreement by Advertiser or Agency is subject to Publisher's approval, in its sole discretion. Agreements for covers, special positions and inserts may not be cancelled by Advertiser or Agency. No cancellations shall be accepted by Publisher after the closing date for advertising space. Short rate charges shall apply to all cancellations by Advertiser or Agency.
- (b) Publisher may, at its option terminate this Agreement for the breach of any term hereof. Upon termination for breach, all charges incurred, together with short rate charges, shall be immediately due and payable.

Advertising Materials

- (a) All advertising copy is subject to Publisher's approval and Publisher may without notice and without liability reject, discontinue or omit any advertising for any reason at any time.
- (b) The word "Advertisement" shall be placed above copy which Publisher determines resembles Publication's editorial material or that is not immediately identifiable as an advertisement.
- (c) Publisher shall not be responsible for colour or colour trapping or advertising copy that does not conform to digital Magazines Advertising Canadian Specifications ("dMACS"). Advertising material must be

accompanied by a dMACS standard proof. For further information regarding magazine industry standards, please refer to Magazines Canada www.magazinescanada.ca or dMACS <http://magazinescanada.ca/dmacs.php?cat=dmacs>. Proofing requirements may also be found on www.rogersdigitalads.com under "Proofing Info".

- (d) Publisher may insert the advertising anywhere in Publication in its discretion, and any condition on orders or copy instructions involving the placement of advertising shall be treated as a positioning request only and cannot be guaranteed. Publisher's inability or failure to comply with any such positioning request shall not relieve Advertiser or Agency of the obligation to pay for the advertising.
- (e) Publisher shall not be obligated to return any advertising material.
- (f) Any advertising published in Publication may, in Publisher's discretion, be published and archived by Publisher or any anyone authorized by Publisher, as many times as Publisher and those authorized by Publisher wish, in and on any product, media and archive (including anything in print, electronic or other form).

Warranties, Indemnities, Limitations

- (a) Advertiser and Agency shall be jointly and severally liable for all content (including text, representation and illustrations) of any advertising printed. Advertiser and Agency shall jointly and severally indemnify Publisher, its affiliates and their respective officers, directors, employees, contractors and agents against any and all liability and costs including any legal fees arising from a breach of this Agreement and/or resulting from the publication of the advertising materials, including without limitation, defamation, illegal competition or trade practice, infringement of trademark, trade name, or copyrights, and violation of rights of privacy, property or contract.
- (b) Publisher shall not be responsible for errors or omissions in any advertising materials provided by Advertiser or Agency (including errors in key numbers) or for changes made to such advertising after the applicable closing date.
- (c) Advertiser and Agency agree that Publication shall be under no liability for the failure, for any reason, to publish any advertising or circulate any issue of Publication.

General

- (a) If Agency has entered this Agreement on behalf of Advertiser, Agency confirms that Advertiser has been provided with a copy of the terms hereof.
- (b) This Agreement constitutes the entire agreement between the parties with respect to its subject matter and supersedes all prior agreements and understandings relating to the subject matter. No changes to this Agreement shall be effective unless made in writing and signed by the party sought to be bound.
- (c) For clarity, Publisher shall not be bound by any conditions, printed or otherwise, appearing on Advertiser or Agency contracts, orders or instructions which conflict with, vary or add to these terms and conditions.
- (d) Neither Advertiser nor Agency may assign any rights or obligations under this Agreement.
- (e) Advertiser and Agency agree not to make promotional or merchandising reference to Publication in any way without the prior written permission of Publisher in each instance.
- (f) No provision of this Agreement shall be deemed waived by a course of conduct unless such waiver is in writing signed by all parties and stating specifically that it is intended to modify this Agreement.
- (g) This Agreement is governed by and construed in accordance with the laws of the Province of Ontario and the federal laws of Canada applicable therein. Any proceeding relating to the subject matter of this Agreement shall be within the exclusive jurisdiction of the courts of the Province of Ontario.