

PROFIT

**CANADA'S #1 MAGAZINE TARGETING
SMALL AND MID-SIZED BUSINESS LEADERS**



When I launched my first business, I had two goals in mind: to survive, and to make the PROFIT 100 ranking. I still read every issue of PROFIT because it's full of great content that helps me run my business.

*Robert Herjavec
Serial Entrepreneur and
Dragons' Den star*

PROFIT IS CANADA'S BEST-READ PUBLICATION FOR INNOVATIVE ENTREPRENEURS AND SENIOR MANAGERS OF SMALL AND MID-SIZED BUSINESS.

With nearly three decades of service to the SMB community, PROFIT is the most trusted source of information and insight used by senior decision-makers to grow their companies. These business leaders are also affluent and discerning consumers, making them a quintessential target for high-end consumer goods.

PROFIT GIVES MORE TO BUSINESS OWNERS – AND ADVERTISERS

A total circulation of 84,632¹ ensures highly targeted reach to the small and mid-sized business market. Delivered to the most senior executives of companies with 5-249 employees and revenues of \$1-30 million, PROFIT is published six times a year.

MAXIMUM ENGAGEMENT

- ▶ The recognized authority on business management for entrepreneurial innovators, growth companies and startups
- ▶ The premier publication for owners and senior managers of Canada's million-plus small and mid-sized businesses

ACTIONABLE CONTENT

- ▶ More informative editorial that encourages business innovation, improvement and investment
- ▶ Dynamic, absorbing environment that SMB advertisers demand

TARGETED AUDIENCE

- ▶ Strategic distribution and newsstand presence gives you better access to owners and senior decision-makers of small and medium-sized businesses
- ▶ PROFIT reinforces its position as Canada's best choice for SMB market opportunities



PROFIT IS THE #1 ENGLISH MAGAZINE FOR TARGETING BUSINESS DECISION MAKERS*:

	INDEX
SENIOR MANAGERS/ OWNERS	777**
SELF EMPLOYED	350
MOPEs	241
IT MARKET OCCUPATIONS	356

*PMB Spring 2012
**Projection relatively unstable due to small base – use with caution



¹Source: ABC Statement, DEC 2012

Part of the secret to success is being in the right company and PROFIT magazine has proven itself to be a respected source for quality information.

*Bud Morris
President
Canada's Best Store Fixtures
PROFIT HOT 50 alumnus*

In my 14 years as a business owner, I have enjoyed reading each issue of PROFIT magazine from cover to cover. In every issue, the magazine has provided some golden nugget of wisdom, leadership advice or economic predictions that have helped me to sustain and grow our business to be on the PROFIT W100 for six years in a row. PROFIT continues to deliver a very beneficial snapshot for all Canadian entrepreneurs seeking managed growth and success.

*Cynthia Richards
President
Event Spectrum Inc.*

Thank you for the writing you've done in supporting people who are in business on their own. PROFIT Magazine has been such a great benefit to me.

*Patti Dragland
President
Strategic Sense Inc.*

Almost two-thirds of PROFIT readers work in companies with under 250 employees.

Source: PMB Spring 2010

PROFIT puts owners and managers of small to mid-sized businesses on the fast track to success

A total circulation of 84,632 ensures highly targeted reach to the small and mid-sized business market. 90% of PROFIT's addressed circulation goes to **Canada's top level executives**; from general managers to managing directors to the C-suite, presidents, CEOs, partners and owners of selected companies. **PROFIT is delivered to ONLY the most senior executives of companies with 5–249 employees** and with revenues from \$1 – \$30 million¹.

Best English magazine for targeting business decision makers

	Index to Population
Senior Managers/Owners	777*
MOPEs (managers, owners, professionals, executives)	350
Self employed	241
IT market occupations	356

Best English magazine for targeting Business Purchase Influencers

	Index to Population
Readers involved in business purchasing/leasing decisions	320
Finance/Investment products	445*
Communications/Computers	396*
Office Equipment	429*
Business Facilities	478

Topline highlights	PROFIT	Canada 12+
Total readership 12+	184,000	
Readers per copy	2.0	
Average time spent reading	38 minutes	
Average age	43	44
Average Household Income	\$108,011	\$80,483
Adults 35-49	40%	25%
Men / Women	72 / 28	49 / 51

*Based on Total Canada 12+

Source: PMB Spring 2012; based on English adults 18+

¹ABC Dec 2012 circulation statement

*Projection relatively unstable due to small base – use with caution

PROFIT

READER PROFILE

The Queen's/Hewitt partnership, which conducts the annual Best Small-Medium Employers in Canada Study, has had dealings with a number of the country's well-known media organizations over time. Our recent years' experience with PROFIT rank at the very top of these relationships. PROFIT has consistently brought to the effort not only the highest quality of journalistic savvy and approach, but an especially solid grasp of the underlying business and organizational realities faced by Canada's small-medium enterprise segment so pivotal in Canada's economy. We look forward to continuing our work with PROFIT, whose standard of excellence has risen well above almost anything we've been accustomed to in the past.

Einar Westlund
Director of Project Development
Centre for Enterprise Development
Queen's University School of Business

The PROFIT 100 ranking was directly responsible for gaining international press coverage of our company and products by BBC World News.

Timothy Kimber
CEO
Plasmart Inc.

Our entire organization, with more than 1,100 partners and employees, is celebrating PROFIT's acknowledgement of our growth.

Tim Moore
Premiere Executive
Suites Inc.,
PROFIT 100 winner

PROFIT readers are affluent and discerning consumers, not just successful business owners.

PROFIT readers show a higher than average consumption rate of personal investment products, cars, electronics, vacations as well as their commitment to playtime.

Affluent

	Index to Population
Household income over \$150,000	235
Securities & savings over \$100,000	258*
Home value over \$500,000	198

Avid vacation travelers

Taken 3+ vacation trips outside of Canada	129
Taken 3+ business trips	313*

Preference for high-end or premium vehicles

#1 business magazine for targeting consumers who prefer luxury cars¹

If given a choice would always choose luxury/full size car ¹	132
Spent over \$40,000 on any vehicle in household	190*
Recently acquired a premium vehicle	173*

Early adopters of the latest technology

Excited by the possibilities presented by new technologies	151
Tend to be first to own new electronic products	170*
Own a smart phone	138

#1 Magazine for targeting the SME market

Company sizes with under 20 employees	183
Small enterprises under 100 employees	235
Company sizes under 250 employees	217
SMEs under 500 employees	207
MOPEs in SMEs under 500 employees	251

Source: PMB Spring 2012; Based on English adults 18+

¹Strongly agree 1 to 3 out of 10

*Projection relatively unstable due to small base – use with caution

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TEL: (416) 764-1224 FAX: (416) 764-1406 EMAIL: adsales@profit.rogers.com WEB: PROFITguide.com

EDITORIAL CALENDAR

Issue Date	Impact Start Date	Sales Close	Supplement Sales Close	Material Close**	Anchor Issues	Supplements
March	February 8	January 26	January 19	January 31	Secrets of Successful Employers (Canada's 50 Best Small and Medium Employers)	
May	April 4	March 22	March 15	March 27	PROFIT 30th Anniversary Issue Business without Borders #1	Franchise Opportunity Guide
Summer	May 30	May 16	May 9	May 22	24th Annual PROFIT 200 The definitive list of Canada's Fastest-Growing Companies Business without Borders #2	
October	August 29	August 16	August 9	August 21	13th Annual HOT 50 Exclusive Ranking of Canada's Top Emerging Growth Companies	Managing Risk in Your Business Business Travel
November	October 10	September 27	September 20	October 2	14th Annual W100 Ranking of Canada's Top Women Entrepreneurs Business without Borders #3	Small Business: Celebrating Small Business Month
December/January	November 28	November 15	November 8	November 20	17th Annual Opportunity and Outlook Guide Ranking the newest business opportunities for 2013 2nd Annual FUEL Awards Business without Borders #4	

Editorial Focus subject to change.

**Advertising supplements are subject to change without notice

Updated: April 11, 2012



EDITOR'S NOTE

What's an entrepreneur? "Someone who organizes, manages and assumes the risk of a commercial enterprise." That's a popular definition, but it doesn't go far enough.

Entrepreneurs are busy, action-oriented achievers. They love their work despite its endless challenges. They produce innovative solutions to the world's problems, and blaze new trails into the future. They tend to make a good buck at it, too.

And did I say they're busy?

That's why PROFIT settles for nothing less than being Canada's hardest-working publication for the owners and senior managers of small and mid-sized businesses (SMBs). We don't only tell compelling stories of entrepreneurial endeavour and the people behind it; we use our unparalleled knowledge of SMBs to produce practical insight that other executives can use to grow their businesses and achieve higher levels of personal satisfaction. And we put it in an attractive and accessible package that delivers value quickly. As one successful entrepreneur once told us, PROFIT offers "more ideas per minute" than any other business magazine.

It's the kind of expertise that comes with experience: now in its 30th year, PROFIT is Canada's longest-serving publication for the SMB sector.

In 2012, PROFIT will extend its long tradition of editorial excellence, providing authoritative analysis of the opportunities, threats, tactics and strategies that matter to business decision-makers. We'll continue prescribe management approaches that produce the best results. And through our unique rankings and awards programs—such as the 24th annual PROFIT 200—we'll showcase hundreds of the country's best and brightest companies, informing and inspiring anyone who thinks like an entrepreneur or wishes to be one.

Ian Portsmouth
Editor, PROFIT

PROFIT

We Grow Your Business

In nearly 30 years of serving Canada's entrepreneurial business community, PROFIT has earned a position of prominence with growth companies, the entrepreneurs who run them and the businesses eager to serve them. Through its range of products and services, PROFIT delivers practical growth strategies, case studies and access to peer groups that help entrepreneurial companies get bigger and better... fast.

Every week at PROFITguide.com, the editorial team publishes the latest entrepreneurial news, tips, and executive profiles that are important to you to help you run your business. It's all the insight and information an entrepreneur needs, in one easy-to-use online destination. The PROFIT-Xtra bi-weekly newsletter keeps our audience engaged with the brand and advertisers all year long.

SITE FEATURES

- All the same, great content from PROFIT magazine
- Interactive lists & rankings, including the PROFIT 200, Hot 50 and W 100
- Blogs, polls, discussions
- Financial rates, tools & calculators
- RSS feeds

SPONSORSHIPS

- Channels & tools
- Integrated content and custom opportunities
- eNewsletters
- Custom microsites
- 3rd party eBlasts



NATIONAL RATES 2012

National 4-Colour

Frequency	1x	4x	8x	12x	16x	20x	22x
Page	\$19,295	\$18,720	\$18,155	\$17,600	\$17,080	\$16,575	\$16,075
2/3 Page	16,400	15,915	15,435	14,960	14,520	14,090	13,665
1/2 Page	13,505	13,105	12,710	12,320	11,955	11,605	11,255
1/3 Page	8,680	8,425	8,170	7,920	7,685	7,460	7,235
Banner	10,610	10,230	9,985	9,680	9,395	9,115	8,840
1/2 DPS	27,010	26,210	25,420	24,640	23,910	23,205	22,505

National B/W

Frequency	1x	4x	8x	12x	16x	20x	22x
Page	\$15,130	\$14,685	\$14,240	\$13,805	\$13,395	\$13,000	\$12,610
2/3 Page	12,860	12,480	12,105	11,735	11,390	11,050	10,720
1/2 Page	10,590	10,280	9,970	9,665	9,380	9,100	8,825
1/3 Page	6,810	6,610	6,410	6,210	6,030	5,850	5,675
Banner	8,325	8,075	7,830	7,590	7,370	7,150	6,935
1/2 DPS	21,185	20,560	19,925	19,325	18,755	18,200	17,650

Premium 4-Colour

Frequency	1x	4x	8x	12x	16x	20x	22x
IFC DPS	\$44,375	\$43,061	\$41,759	\$40,480	\$39,284	\$38,123	\$36,973
IBC	22,187	21,530	20,879	20,240	19,642	19,061	18,486
OBC	24,117	23,403	22,695	22,000	21,350	20,719	20,094

Ontario 4-Colour

Frequency	1x	4x	8x	12x	16x	20x	22x
Page	\$13,505	\$13,065	\$12,710	\$12,330	\$11,960	\$11,610	\$11,255

Advertising Office

Correspondence, space orders,
insertions and contracts, send to:
Advertising Sales Department
PROFIT
One Mount Pleasant Road,
11th Floor
Toronto, Ontario M4Y 2Y5
T (416) 764-1224
F (416) 764-1406
E adsales@PROFIT.rogers.com

Contact Information

Montreal
T (514) 843-2401
Western Canada
Karen Marshall
T (604) 696-9975
North East U.S.
Whitney Ross
T (203) 293-4128

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EVENTS

We are very busy people, but the PROFIT 200 CEO Summit was more than worth the time. It pumped me up. I came back very motivated and excited about my business. I think the Summit is the best thing since sliced bread. I would come back 18 more times.

Arie Koifman,
Servomax Inc.
PROFIT 200 winner

Now in its 24th year, the **PROFIT Awards program** continues to attract the attention of local and national media and provide a powerful spark of motivation for business owners and their employees. We've heard from many entrepreneurs who started their companies with the goal of appearing on the PROFIT 200 ranking of Canada's Fastest-Growing Companies.

PROFIT Events accompanying these programs, plus Custom Events, provide sponsors with exceptional face-to-face access to the CEOs and senior business leaders of Canada's most entrepreneurial SMEs. PROFIT Events are designed to meet sponsors' strategic objectives through:

- 1. PRECISE TARGETING:** Leverage PROFIT's unique relationships to reach CEOs and senior business leaders of Canada's fastest — growing companies in the small and mid-sized business sector.
- 2. ENGAGEMENT:** PROFIT events provide sponsors with a highly engaged audience by delivering high quality content and an exceptional networking environment for CEOs and senior leaders.
- 3. INTEGRATION:** PROFIT takes an integrated approach to engage with its target audience at multiple touch-points, via PROFIT Events, in PROFIT magazine, and on PROFITguide.com



For more information about sponsoring PROFIT Events, please contact Pam Chodda Young:
T 416.764.1433
E pam.chodda@rci.rogers.com

PROFIT 200 CEO Summit 2012



This exclusive annual event is the country's most rewarding executive development and networking event for entrepreneurs. Attendees will include the CEOs of the 23rd Annual PROFIT 200 as announced in PROFIT June 2012. Presenting, National and Associate sponsorships are available, and provide sponsors with unique opportunities to interact face to-face with these forward-thinking CEOs through a variety of networking, educational and podium opportunities. This full-day event will be held in June 2012.

PROFIT HOT 50 GrowthCamp



In 2012, GrowthCamp will celebrate the winners of the 13th Annual HOT 50 ranking which will be announced in PROFIT September/October issue. This event provides sponsors with exclusive access to Canada's next generation of entrepreneurial stars and an opportunity for them to interact face-to-face with the HOT 50 CEOs through a variety of networking, educational and podium opportunities. Presenting, National and Associate Sponsorships are available. The one-day event is planned for September 2012.

PROFIT W100 Idea Exchange



PROFIT celebrates the 100 largest and most successful entrepreneurial firms owned and operated by women. With PROFIT's celebration of Canada's Top Female Entrepreneurs comes a unique opportunity to sponsor the exclusive W100 Idea Exchange. Presenting, National and Associate Sponsorships are available, and the event is planned for November 2012.

PROFIT

Custom Content and Special Interest Feature Programs



↓ 1 page Advertorial

1 CUSTOM CONTENT/TURNKEY SUPPLEMENTS

There are occasions when an advertiser seeks to communicate with a target audience on a deeper level than traditional advertising can offer. Situations might include:

- the need to promote awareness/understanding of a complex service or solution
- a competitive differentiation
- the launch of new product/service, entry into a new marketplace
- a company anniversary

Through a custom publishing initiative (supplements or advertorials) produced in print and/or digital formats, one can:

- demonstrate leadership and differentiation from competition
- highlight expertise and experience
- create intellectual capital or publicize research
- break through the clutter of advertising messages
- help smaller companies look big in the market

Without burdening your resources, we can cost-effectively write, design, edit and produce custom content for you.

Custom Content Pricing (net pricing including creative costs¹ + media)

	1-PAGE Advertorial ²	4-PAGE Supplement	4+PAGE Supplement
CANADIAN BUSINESS	\$12,000	\$34,000	Quote required
PROFIT	\$12,000	\$34,000	Quote required
MoneySense	\$12,000	\$34,000	Quote required
MACLEAN'S	\$24,220	\$60,550	Quote required
L'actualité	\$12,000	\$34,600	Quote required

¹ Creative includes writing, editing, proofing, design, royalty-free stock photos and production. Translation is extra, if required.

² To be run opposite brand ad. Stand alone advertorial extra.

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Information supplements and advertorials give marketers unique advantages.

STRATEGIC PARTNERSHIPS

Rogers Publishing has alliances with some of Canada's most influential groups and professional associations, allowing for bonus distribution. If you are interested in learning about opportunities to leverage our partnerships, please contact us for information.

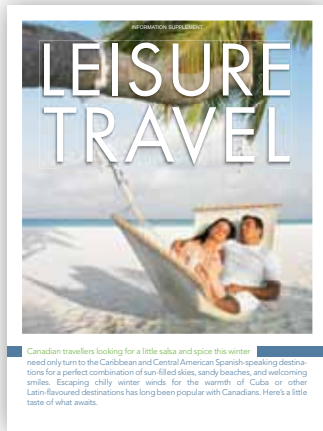
2 SPECIAL INTEREST FEATURES

Rogers Publishing produces information supplements on a wide-range of topics. In many cases, we partner with industry and professional associations to help develop relevant content and provide added reach for advertisers.

Written to serve the interests of readers, the supplements provide 3 key benefits for advertisers:

- An environment that provides customized context for an advertising message
- Extra distribution to targeted audiences... digital versions of the supplement, including advertising, are frequently distributed by our partners to valued audience
- Reduced advertising rates

Please refer to our **Editorial Calendars for a list of supplement topics.**



Canadian travellers looking for a little salsa and spice this winter need only turn to the Caribbean and Central American Spanish-speaking destinations for a perfect combination of sun-filled skies, sandy beaches, and welcoming smiles. Escaping chilly winter winds for the warmth of Cuba or other Latin-favoured destinations has long been popular with Canadians. Here's a little taste of what awaits.

In-house supplements can feature interviews with industry experts or your company spokesperson.



3 SPONSORED SUPPLEMENTS

As an association, not-for-profit or non-governmental organization (NGO), you may have a limited budget for communications. You may want to advocate or educate on behalf of your members. We can help fund your initiative! For more information or samples, please contact us.



Sponsored supplements create reader focus and positive association.

OUR CREDENTIALS

Rogers Publishing combines publishing expertise (English & French), professional creative services, and the means to effectively target specific audiences to create effective end-to-end solutions:

- Custom Content Development (print & digital)
- Editorial Services: editing, writing, proofing, fact-checking
- Art Direction & Design: concepts, layouts, photo shoots, etc.
- Print Production: press approvals, quality control, purchasing, etc.
- Project Management: manage approvals, timelines across all media
- Marketing Solutions: developing and executing distribution strategies

Our numerous clients include CIBC, Deloitte, Direct Energy, FCAC, Siemens, Air Miles, and many more.

FOR MORE INFORMATION:
Steve Chodat
 416-764-1236 or steve.chodat@rci.rogers.com

PROFIT



ADVERTISING INFORMATION

Mechanical Requirements

	Bleed Ads: Build Documents to TRIM Size Add .125" Bleed BEYOND Trim on ALL Sides Live Area is .25" in from ALL Sides			Non-Bleed Ads: Build Documents to LIVE Area		
Double Page Spread	15.75"	x	10.75"	15.75" x 10.75" (Live Area is .25" in from ALL Sides)		
Full Page	7.875"	x	10.75"	7.875" x 10.75" (Live Area is .25" in from ALL Sides)		
2/3 Page Vertical	5.125"	x	10.75"	4.625"	x	10.25"
1/2 Double Page Spread	15.75"	x	5.375"	15.25"	x	4.875"
1/2 Page Horizontal	7.875"	x	5.375"	7.375"	x	4.875"
1/2 Page Island	5"	x	7.875"	4.5"	x	7.375"
1/2 Page Vertical	3.875"	x	10.75"	3.375"	x	10.25"
1/3 Page Vertical	2.75"	x	10.75"	2.25"	x	10.25"
1/3 Page Square	4.875"	x	5.375"	4.375"	x	4.875"
1/6 Page Vertical	2.75"	x	5.375"	2.25"	x	4.875"
Banner Ad	7.875"	x	2"	7.375"	x	1.5"

NOTE: All content not intended to trim must be kept a minimum of .25" from outside trim edges and include .125" gutter allowance for spreads. Publisher is NOT responsible for the line-up of content running through the gutter on spreads or on single pages adjacent to inserts. Running content through the gutter is STRONGLY discouraged, as folding and trimming are subject to variation.

InDesign CS3 or higher templates for ALL ad sizes are available at addirect.sendmyad.com (select Ad Sizes from the left-hand navigation menu)

Production Process

Printing: High speed, web offset lithography at resolution of 300dpi/150lpi

Binding: Saddle Stitch

Magazine Trim Size: 7.875" x 10.75"

Supplied Advertising Materials:

PDF/X-1a:2001 created to Magazines Canada specifications, sent online using Magazines Canada AdDirect at addirect.sendmyad.com
For information regarding Magazines Canada specification refer to magazinescanada.ca/advertising/production/dmcs_specifications or contact the Production Manager at (416) 764-2833 for details. Rogers Publishing does not accept responsibility for material content or colour trapping.

Text type should be a minimum of 8 point. Reverse type less than 12 point is not suitable for reproduction. PROFIT is not responsible for reproduction of type sizes smaller than those mentioned for thin, serif type. The ad MUST be uploaded as a press-ready PDF file. Information on creating a proper PDF file is available on the Magazines Canada website magazinescanada.ca/advertising/production/tools/pdftips
Keep all colours CMYK. Do not use Spot colours or RGB art. Keep any black/grey type as one colour black (no four colour black text).



AdDirect Instructions

- 1) Log into Magazines Canada's AdDirect™ Ad Portal (addirect.sendmyad.com).
Note: A user account will have to be set up upon the first visit.
- 2) Select the publisher/magazine you are advertising with. Complete the relevant ad info, then click Upload.
- 3) Follow the onscreen preflight process.
- 4) Approve your ad.

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NATIONAL RATES: 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 1½% per month (18% per annum) on amounts outstanding for more than 30 days from the date of invoice.
- (c) Invoiced amounts are payable at Publisher'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](http://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.

PROFIT