



Media Kit 2006



:: Closing date ::

Issue	Closing Date	Events covered
Jan./Feb./March 2005	December 15, 2005	CLA
April/May/June 2006	March 15, 2006	Meeting / Technibois
July/Aug./Sept.2006	May 9, 2006	Golf
Oct./Nove./Dec. 2006	September 1, 2006	Preview 2007 / Sibó

:: Distribution ::

Manufacturers and wholesalers	5 500
Suppliers	1 125
Others	970
Total	7 595

:: Material required ::

Films or **recognized** publishing data files
(20% surcharge if not supplied)

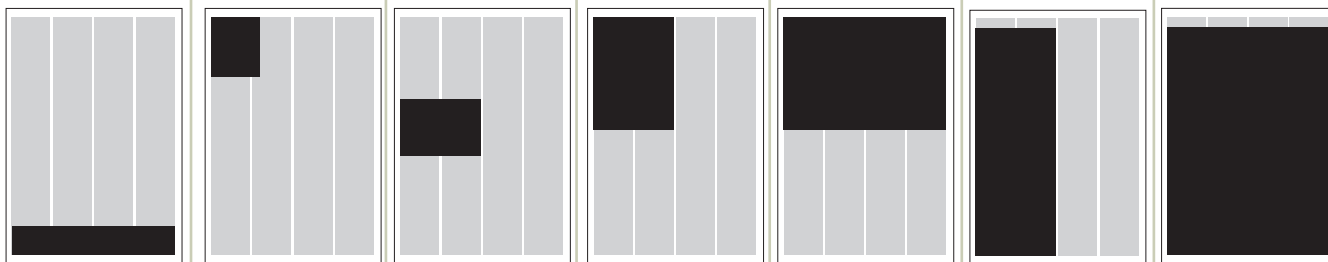
:: Advertising rates ::

Taxes are not included

Classified advertising • minimum charge 90 \$ • **web** 100 \$
(payable in advance) no commission allowed

Front cover banner	Cover corner	1/8 page	1/4 page	1/2 page	1/2 page	Tabloïd
Width 10.125 in. Height 1.75 in. 1 time 1 200 \$	Width 3.28 in. Height 3.687 in. 1 time 900 \$	Width 5 in. Height 3.5 in. 1 time 1 100 \$ 4 times 1 000 \$	Width 5 in. Height 7 in. 1 time 1 450 \$ 4 times 1 250 \$	Width 10.125 in. Height 7 in. 1 time 2 250 \$ 4 times 1 850 \$	Width 5 in. Height 14.125 in. 1 time 2 250 \$ 4 times 1 850 \$	Width 10 in. Height 14.125 in. 1 time 3 350 \$ 4 times 2 900 \$
						Back Cover Width 10 in. Height 14.125 in. 3 450 \$

All sizes are in inches



:: We accept the following documents ::

MACINTOSH SYSTEM We use Macintosh operating system. Files must **include all fonts**. All fonts should be Postscript (True Type fonts are not accepted).

PC SYSTEM

All PC fonts **should be converted outline**.

We accept files created with:

- Illustrator (all versions)
- Quark Xpress (ALL VERSIONS)
- Freehand (ALL VERSIONS)
- Photoshop (ALL VERSIONS) .psd/.tif/.gif/.eps/.jpg
(AT 100% SIZE AND AT LEAST 300 DPI.)

Be sure that your color process file is saved as it should (CMYK).

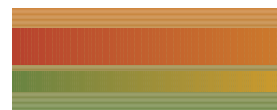
Include a printout of your color ad.

:: Data Files Transmission ::

- CD
- Email compressed with Stuffit (.sea)
- By FTP (upon request)
- By mail at Pixel Communications, 202, rue Guillaume, Longueuil QC J4H 1R8

:: Technical Information ::

suzanne@pixelcom.qc.ca
Téléphone : (450) 679-1582
Télécopieur : (450) 679-1581



Éditions C.R. inc.
C.P. 1010, Victoriaville
(Québec) Canada G6P 8Y1
Téléphone : (819) 752-4243
Télécopieur : (819) 382-2970
Courriel : c-roy@ivic.qc.ca



Sawmilling



Kitchen
cabinets



Furniture

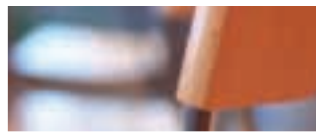


Components

2X4 PLUS +++ Media Kit

The 2X4 supplement
2006 Editions

The 2X4 supplements in 2006



January, February, March

→ Sawmilling ←

April, May, June

→ Kitchen cabinets /
Technibois 2006 Visitor Show Guide ←

July, August, September

→ Furniture ←

October, November, December

→ Components ←

For a second year, the 2X4 PLUS supplements will focus on the important sectors of the wood industry.

By using the coverage of 2X4, the special supplements will again offer advertisers opportunities to reach well targeted segments of the 2X4 readership.

Advertising in 2X4 PLUS is a worthwhile investment.

Competitive prices, reserved place at no extra cost, 2X4 PLUS offers great value.

2X4 PLUS +++

Sawmilling
Kitchen Cabinets
Furniture
Components

Media Kit 2006

The 2X4 Supplement
2006 Editions

:: Closing Date ::

Issue	Closing date	Events covered
Jan./Feb./March 2006	December 15, 2005	Sawmilling
April/May/June 2006	March 15, 2006	Kitchen Cabinets / Technibois Show Guide
Jul./Aug./Sept. 2006	June 10, 2006	Furniture
Oct./Nov./Dec. 2006	September 1 st , 2006	Components

:: Distribution ::

Supplement in 2X4 7 595

:: Material required ::

Films or **recognized** publishing data files
(20% surcharge if not supplied)

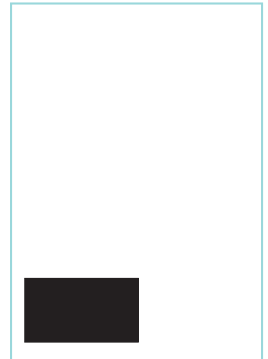
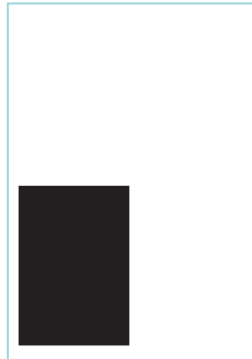
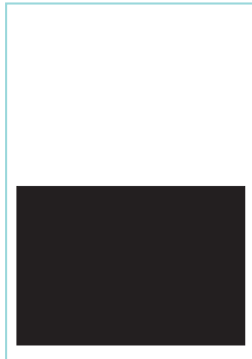
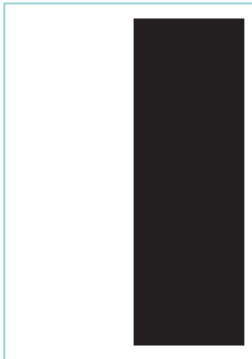
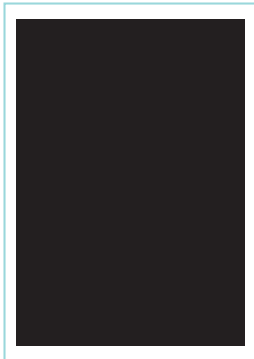
:: Advertising rates ::

All advertising are full color process.
Taxes are not included

Classified advertising • minimum charge \$90 • on the web \$100
(payable in advance) no commission allowed

All sizes are in inches

1 page	1/2 page (vertical)	1/2 page (horizontal)	1/4 page	Business card
Width 7 inches Height 10 inches	Width 3.375 inches Height 10 inches	Width 7 inches Height 4.875 inches	Width 3.375 inches Height 4.875 inches	Width 3.5 inches Height 2 inches
1 900 \$	1 150 \$	1 150 \$	900 \$	600 \$



:: We accept the following documents ::

MACINTOSH SYSTEM We use Macintosh operating system. Files must **include all fonts**. All fonts should be Postscript (True Type fonts are not accepted).

PC SYSTEM

All PC fonts **should be converted outline**.

We accept files created with:

- Illustrator (all versions)
 - Quark Xpress (ALL VERSIONS)
 - Freehand (ALL VERSIONS)
 - Photoshop (ALL VERSIONS)
- .psd/.tif/.gif/.eps/.jpg
(AT 100% SIZE AND AT LEAST 300 DPI.)

Be sure that your file process color is saved as it should (CMYK).

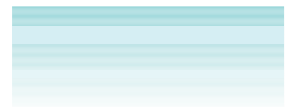
Include a printout of your color ad.

:: Data Files Transmission ::

- CD
- Email compressed with Stuffit (.sea)
- By FTP (upon request)
- By mail at Pixel Communications, 202, Guillaume street,
Longueuil QC J4H 1R8 QC J4H 1R8

:: Technical Informations ::

suzanne@pixelcom.qc.ca
Telephone: (450) 679-1582
Fax: (450) 679-1581



Éditions C.R. inc.
C.P. 1010, Victoriaville
(Québec) Canada G6P 8Y1
Telephone: (819) 752-4243
Fax: (819) 382-2970
E-mail: c-roy@ivic.qc.ca