

Display Advertising

"Your fine publication just keeps getting better. As one of your readers so aptly put it in a recent letter, 'Your magazine is not only informative and useful but inspirational.' All of your friends here at Royal Bank applaud your success in linking Home-based businesses to the resources and contacts they need to achieve their personal goals. We are honored to work with someone who has a genuine passion for the growth and success of small business in Canada."

**Anne Sutherland, Sr. Vice-President
 BC & Yukon, Royal Bank of Canada**

"The Home [SOHO] Business Report has a loyal readership of home-based entrepreneurs and small businesses across Canada. This source of quality information allows us to meet the needs of new & existing entrepreneurs by providing products and services that are in demand. Home [SOHO] Business Report provides us with a link to the 'true' Canadian Entrepreneur"

**Moe Somani, President
 Western SOHO Business Group**

gross rates (includes agency commission)

4 COLOR PROCESS	1 X	2 X	3 X	4 X
Outside Back Page	\$ 5,500.00	\$ 5,250.00	\$ 5,000.00	\$ 4,750.00
Inside Front / Back	\$ 5,000.00	\$ 4,750.00	\$ 4,500.00	\$ 4,250.00
Double Page Spread	\$ 8,100.00	\$ 7,850.00	\$ 7,600.00	\$ 7,350.00

4 COLOR PROCESS	1 X	2 X	3 X	4 X
Full Page	\$ 4,500.00	\$ 4,250.00	\$ 4,000.00	\$ 3,750.00
2/3 Page	\$ 3,697.00	\$ 3,497.00	\$ 3,297.00	\$ 3,097.00
1/2 Page	\$ 3,260.00	\$ 3,060.00	\$ 2,860.00	\$ 2,660.00
1/3 Page	\$ 2,322.00	\$ 2,172.00	\$ 2,022.00	\$ 1,872.00
1/4 Page	\$ 1,635.00	\$ 1,535.00	\$ 1,435.00	\$ 1,335.00

rates subject to change without notice

Black & White: 15% discount off 4/C rates

Black & One Color: 10% off 4/C rates

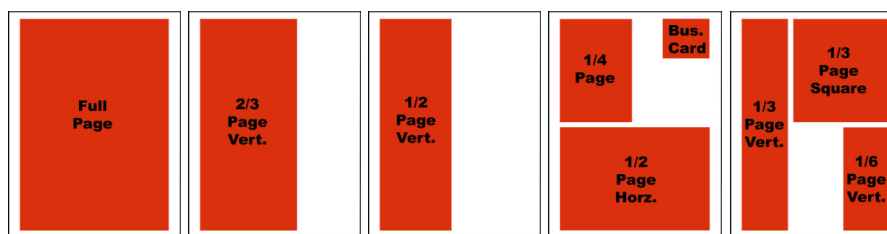
2-5 Province Rate: 35% off

Single Province Rate: 45% off

Insert, Reply Card & Reprint rates

Advertising Specs

ADVERTISING SIZES		
Page Size	8 3/8"	11"
Trim Size	8 1/8"	10 3/4"
Full Page Live Area	7"	10"
2/3 Page Vertical	4 9/16"	10"
1/2 Page Horizontal	7"	4 7/8"
1/2 Page Vertical	3 3/8"	10"
1/3 Page Vertical	2 3/16"	10"
1/3 Page Square	4 9/16"	4 7/8"
1/4 Page Square	3 3/8"	4 7/8"



Printing Process: Web Offset
 Binding Method: Saddle Stitched