



## Today's Parent Toronto Rate Card (Net)



Ad Size	1x- 4 COL	1x - B+W	4x - 4 COL	4x - B+W	12x - 4 COL	12x - B+W
1 Page (Cover)	\$ 4,950	\$ 4,365	\$ 4,775	\$4,200	\$4,510	\$3,940
1 Page	\$ 4,285	\$ 3,715	\$ 4,145	\$3,570	\$3,795	\$3,225
2/3 Page	\$ 3,520	\$ 2,950	\$ 3,440	\$2,860	\$3,305	\$2,735
1/2 Page	\$ 2,460	\$ 2,060	\$ 2,365	\$1,970	\$2,245	\$1,850
1/3 Page	\$ 1,685	\$ 1,345	\$ 1,610	\$1,265	\$1,540	\$1,195
1/4 Page	\$ 1,320	\$ 1,040	\$ 1,285	\$1,005	\$1,225	\$940
1/6 Page	\$ 825	\$ 675	\$ 785	\$655	\$755	\$615
1/12 Page	\$ 495	\$ 410	\$ 485	\$400	\$445	\$370



## ***Editorial Calendar and Publication Dates***



<b>Issue</b>	<b>Editorial Theme*</b>	<b>Ad Close</b>	<b>Material Close</b>	<b>Distribution Date</b>
February 2012	Camp and Education Winter Travel	Fri Nov 18, 2011	Fri Nov 28, 2011	January 4
March	March Break	Thu Jan 12, 2012	Mon Jan 16, 2012	February 7
April	Birthdays	Thu Feb 2, 2012	Tue Feb 7, 2012	March 6
May	Services	Thu Mar 1, 2012	Tue Mar 6, 2012	April 3
June	Summer Fun	Thu Apr 5, 2012	Tue Apr 10, 2012	May 8
July	Travel/Tourism	Thu May 3, 2012	Tue May 8, 2012	June 5
August	Shopping / Spotlight Advertorial Feature	Thu May 31, 2012	Tue Jun 5, 2012	July 3
September	Education/Arts	Thu Jun 28, 2012	Tue Jul 3, 2012	July 31
October	Halloween	Thu Jul 26, 2012	Tue Jul 31, 2012	August 28
November	Holiday Shopping	Thu Aug 30, 2012	Tue Sep 4, 2012	October 2
December	Holiday	Thu Oct 4, 2012	Tue Oct 9, 2012	November 6
January 2013	Literacy	Thu Nov 1, 2012	Tue Nov 6, 2012	December 4



## Contact Information

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