

**Object: Advertising in our magazine SOURDINE**

The printed version, totalling 1000 copies, of our magazine Sourdine is freely distributed to our members, to audiologists, to audioprothesists, in CLSC's, houses of culture and public libraries of the Montreal area and vicinity, hospitals as well as Centers of rehabilitation specialized in auditory insufficiency.

By buying an advertisement in our magazine, you will contribute financially to broadcast appropriate and essential information to the persons who became deaf or are being hard of hearing. Appropriately informed, these people will be potentially encouraged to abandon their solitude. Being well-informed of the available products on the market can also help them in various ways to improve their self-assurance in society and in their personal life.

Being aware that the printed copy of our magazine is actually restricted, we also offer you, without any charge, the broadcasting of your logo on our Internet site with reference towards your commercial site. You only have to send us your logo with the appropriate hyperlink by email. Your reference will appear on two strategic places, first on our welcome page: [www.adsmq.org](http://www.adsmq.org) and also on the page devoted to our magazine : [www.adsmq.org/sourdine.htm](http://www.adsmq.org/sourdine.htm), where we publish the entire version Sourdine in PDF.

Since our site actually attracts more than 6 000 visitors every month, your company's will benefit of additional visibility. Being already sensitized to our cause, these visitors will certainly be interested to buy your product.

Hoping that you will take into consideration all advantages linked up to the purchase of advertising in our magazine and that these will encourage you to support the persons having an auditory insufficiency.

Sincerely yours,



Gilles Lauzon  
Chief Editor

## Advertising rates 2010

Rates pointed out below represent invoiced sum

ADVERTISING ASSEMBLAGES CAN BE ROUTED BY ELECTRONIC MAIL IN: [adsmq@videotron.ca](mailto:adsmq@videotron.ca)

FORMAT PC OR MAC = PHOTOGRAPH OR PDF HIGH RESOLUTION

### AUGMENTED VISIBILITY

The entire version of our magazine Sourdine is now published on our Internet site.

Without charge, our advertisers have a reference on welcome page <http://www.adsmq.org>

and also Sourdine special page <http://www.adsmq.org/sourdine.htm>

Internal pages monochrome	Dimensions	price by publication	cost price	Total
		1 publication	6 publications	cost
<b>BUSINESS CARD</b>	3,646 inches X 1,99 inches	40,00 \$	32,00 \$	192,00 \$
	9,2608 cm X 5,0546 cm			
<b>QUARTER OF PAGE</b>	3,733 inches X 4,977 inches	75,00 \$	60,00 \$	360,00 \$
	9,4818 cm X 12,6416 cm			
<b>HALF PAGE</b>				
Horizontal	4,977 inches X 7,5 inches	150,00 \$	120,00 \$	720,00 \$
	12,6416 cm X 19,0500 cm			
Vertical				
	10 inches X 3,677 inches	150,00 \$	120,00 \$	720,00 \$
	25.4000 cm X 9,3396 cm			
<b>FULL PAGE</b>				
	10 inches X 7,5 inches			
	25.4000 cm X 19,0500 cm			
<b>BLEED</b>	11,50 inches X 9,75 inches	300,00 \$	240,00 \$	1 440,00 \$
	29,2100 cm X 24,7650 cm			

COLOR	Dimensions	6 PUBLICATIONS	TOTAL
			COST
<b>QUARTER OF PAGE</b>	3,733 inches X 4,977 inches	INSIDE	540,00 \$
	9,4818 cm X 12,6416 cm		
<b>HALF PAGE</b>			
Horizontal	4,977 inches X 7,5 inches	INSIDE	1 080,00 \$
	12,6416 cm X 19,0500 cm		
Vertical	10 inches X 3,677 inches	INSIDE	1 080,00 \$
	25.4000 cm X 9,3396 cm		
<b>BACK COVERAGE PAGE</b>		OUTSIDE	2 430,00 \$
<b>BACK COVERAGE PAGE</b>		INSIDE	2 300,00 \$
<b>FRONT COVERAGE PAGE</b>		INSIDE	2 300,00 \$
<b>FULL PAGE</b>	10 inches X 7,5 inches	INSIDE	2 160,00 \$
	25.4000 cm X 19,0500 cm		
<b>BLEED</b>	11,50 inches X 9,75 inches		
	29,2100 cm X 24,7650 cm		

ISSUE	DEADLINE
JANUARY/FEBRUARY	December 1st
MARCH / APRIL	February 1st
MAY/JUNE	April 1st
JULY/ AUGUST	June 1st
SEPTEMBER / OCTOBER	August 1st
NOVEMBER / DÉCEMBER	October 1st