

index

indexdirectory.ca

2011 Rate Card

Welcome to Index

Toronto's Gay & Lesbian Business Directory in print and online

From the publishers of *Xtra*, Toronto's largest gay and lesbian newspaper, comes *Index* – Toronto's most widely read business directory for the gay and lesbian community.

Index is your opportunity to let this lucrative niche market know that you want their business. By purchasing a listing or advertisement in *Index*, your company, organization or community group becomes part of a valuable resource that will be used by consumers year-round.

New in 2011

2 directories
for 1
the price of

Reach

- A total circulation of 80,000 copies will hit the Toronto market
- 40,000 copies of the spring/summer edition of *Index* will be inserted into a May 2011 issue of *Xtra*
- An additional 40,000 copies of the fall/winter edition of *Index* will be inserted into a November 2011 issue of *Xtra*.
- The first issue of *Index* will be released prior to Pride 2011 to ensure maximum exposure and local pick-up.

Quality

- *Index* features full-glossy and full-colour pages.
- The directory is digest-sized and eye-catching enough to be picked up and sturdy enough to be kept and displayed well into 2012.



Value

- When you advertise in the spring/summer edition you will get a complimentary ad in the fall/winter edition at no cost.
- Competitive pricing for listings and display ads.
- All *Index* ads are provided with full colour – free of charge.
- All listings are also featured on the searchable online version at indexdirectory.ca




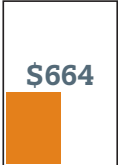
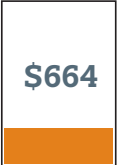

Contact us for more information or to make your booking:
Phone: 416-644-5214 · Email: index.toronto@xtra.ca

Xtra! TORONTO'S
GAY & LESBIAN
NEWS

2011 Sizes & Specifications

Listings

Listing name	Description	Cost
Standard listing	Includes: Bolded business name, one line of descriptive text (approximately 10 words), address, phone number, email address and website address	\$150
Enhanced listing	Includes: All the features of the standard listing with the option to have an additional six lines (approximately 60 words) of text for description	\$206

					
\$2,059	\$1,133	\$1,133	\$664	\$664	\$463
full page 4.53" W x 7.11" H	1/2 page vertical 2.19" W x 6.89" H	1/2 page horizontal 4.53" W x 3.25" H	1/4 page vertical 2.19" W x 3.25" H	1/4 page horizontal 4.53" W x 1.44" H	1/8 page 2.19" W x 1.44" H

Value-added note: A free standard listing is granted with the purchase of any advertisement. An upgrade to an enhanced listing costs \$40.

Premium ad placement

Ad name	Cost
Opening right-hand page, full page with borders	\$3,908
Opening right-hand page, full page with full bleed	\$4,114
Inside back cover, full page with full bleed	\$4,913
Inside front cover, full page with full bleed	\$5,359
Outside back cover, full page with full bleed	\$6,699

Important 2011 dates

Ask us about early-bird booking deals!

Spring/summer edition

Mon, April 18 – Last day to book an ad
 Wed, April 27 – Last day to submit artwork and text for ads and listings
 Thurs, May 19 – *Index* will be launched

Fall/winter edition

Mon, Oct 17 – Last day to book an ad
 Wed, Oct 26 – Last day to submit artwork and text for ads and listings
 Thurs, Nov 17 – *Index* will be launched