

**B2B
People**



"There are leads of all sorts in The Business Executive"



"Isn't recognition something we all strive for?"



"Success stories abound"



"It's basically about people"

a regional business information publication

executive

A Compass for Commerce and Communities



On-Page & On-Line



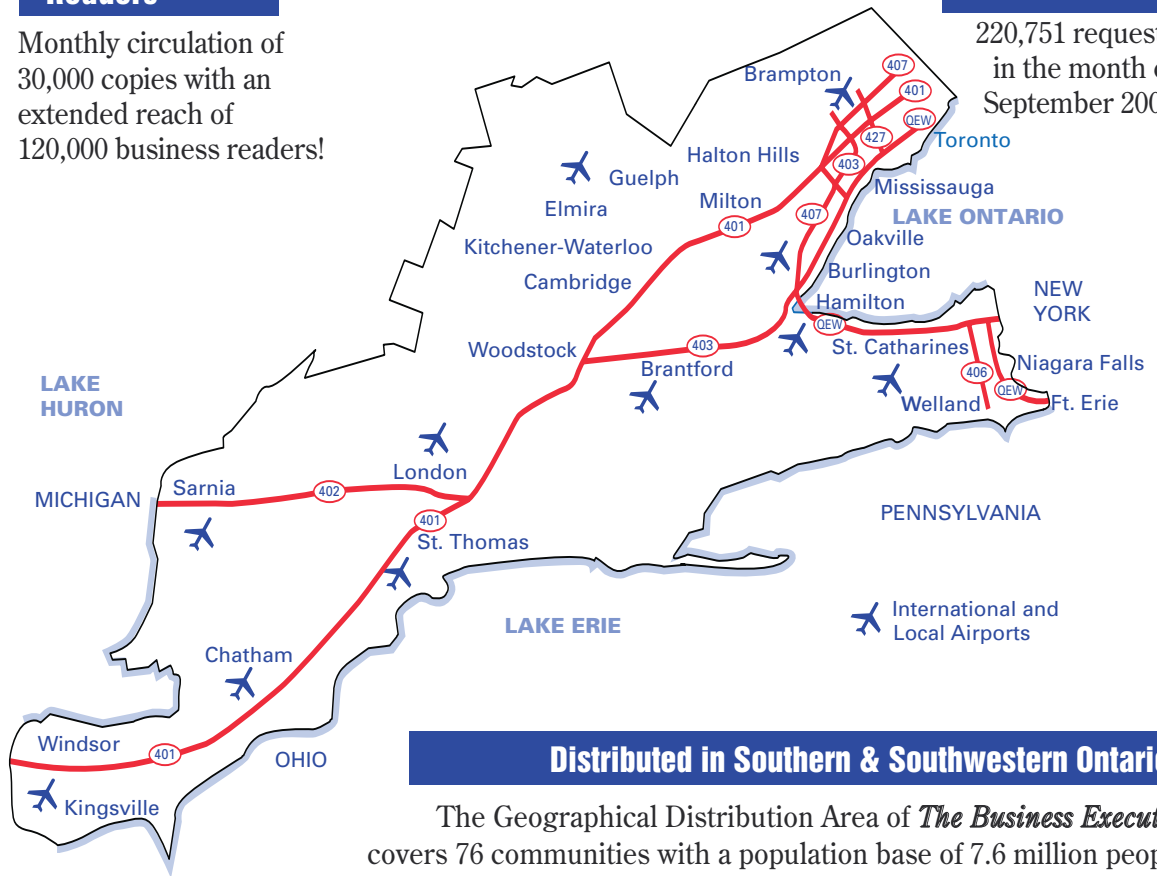
Readers

Monthly circulation of 30,000 copies with an extended reach of 120,000 business readers!

"400 Hwy's — Corridors of Influence"

Viewers

220,751 requests in the month of September 2007



Distributed in Southern & Southwestern Ontario

The Geographical Distribution Area of *The Business Executive* covers 76 communities with a population base of 7.6 million people representing 63% of Ontarians and 24% of Canadians. Its higher per capita income and proximity to the United States accounts for the 62% of total retail sales in Ontario.

MEDIA KIT — 2008

The Business Executive is owned and operated by **Advantage Canada Inc.**



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Why advertise in The Business Executive?

For... **Consistency**—under one ownership
 Its...**Constant** support of business
 And continual **Co-operation** with Business Associations
 Its Publishing of...**Coherent** and **Cognizant** Editorial
 Creatively...**Combined** with Astute Advertising

Compare ... then ... Communicate

Through—*The Business Executive*

*“A Compass for
 Commerce & Communities*”



Also available via the World Wide Web

- See all *editorial archived* by month: www.busexec.com Click “Back Issues”
- See your *current ad* in a page-by-page format: www.busexec.com/page1.pdf
- See our *Media Kit* www.busexec.com/MK.pdf

Add More Viewers to Your Message with an Average of over 5000 Hits Per Day



A Proud Member of:



Canadian Profession Sales Association



HAMILTON-HALTON CONSTRUCTION ASSOCIATION



OAKVILLE CHAMBER OF COMMERCE

Burlington Chamber of Commerce



Welland Chamber of Commerce



St. Catharines Chamber of Commerce

GCC
 Guelph Chamber of Commerce



Woodstock District Chamber of Commerce



HOME OF THE FLIGHT LOCKS
Thorold
 CHAMBER OF COMMERCE

Since 1845
HAMILTON
 Chamber of Commerce
 Creating Business Opportunities



Ontario Press Council
 Conseil de Presse de l'Ontario



Flamborough Chamber of Commerce



Halton Hills Chamber of Commerce



THE CANADIAN CLUB
 PROMOTING UNITY SINCE 1493



Brantford Regional Chamber of Commerce

Addressed Recipients

Presidents (incl. CEO's, COO's, CFO's, Managing Directors), Managers & Owner	65.5%
Sales	20.0%
Government (Federal, Provincial, Regional & Municipal) and Academia	14.5%
TOTAL	100%

Projected to total # of copies

Presidents	19,600
Sales	6,000
Government	4,400
TOTAL	30,000

Projected to readership

Presidents	78,600
Sales	24,000
Government	17,400
TOTAL	120,000

Available at over 500 Newsstand Locations from Toronto Downtown Core to Windsor

Locations include: Hotels; Restaurants; Wineries; Duty Free Shops; City Halls; Universities; Libraries; CAA Offices; Chambers of Commerce Offices; Car & Truck Rentals; Economic Development Offices; Via Rail Stations; etc.
 A very high pick-up rate at GO stations and TTC Gateway newsstands through Torstar Direct Services.
 For sale at MetroNews for GTA Newsstands and available through Via Rail in 1st Class lounges.

***The Business Executive* has progressed along with technology**

This edition of *The Business Executive* is the 150th Milestone edition since the inception of the paper over twelve and a half years ago. Meeting the needs of the business community through good business focused information and providing a solid vehicle for advertising has been a winning strategy for Publisher Tom Peters and Editor Wendy Peters. Linking to the many business associations, especially the Chambers of Commerce, throughout the publication's wide geographic coverage has been an effective strategy for the paper. I personally want to congratulate Tom and Wendy on a job well done for so many years. I have had the privilege to have worked with them since the start. Even more so I want to congratulate them on having changed and progressed as the technologies of their industry have done so as well.

Twelve years ago (1994) the internet was an infant as opposed to a thriving young adult as it is today. Newspapers and magazines were the primary vehicles for information transfer along with trade shows and direct mail. Online information was not even a term which was part of a business marketer or owner's vocabulary. The idea of being able to research a product or service across the globe from the convenience of your computer desktop was only a potential. Contrast this with today where internet research is a fundamental of business strategy. E-mail is rapidly replacing fax as a preferred document transfer process and online conferencing is an everyday occurrence.

In the world of advertising the internet has had a major impact as well. The growth of internet advertising whether it is portal based banners, Google Ad Words, keyword links or whatever; has been an astronomical progression. Most businesses must



include some form of internet presence to be able to survive and to thrive. Those that most effectively link their online strategy to the potentials of their market have an advantage over competitors who don't focus on this varied medium.

The Business Executive has embraced this change by adding an extensive internet component to their offerings as well. Each edition is fully available on the web. Advertisers see their presence enhanced through the web exposure of the paper. New tools have been added with banner links and other vehicles becoming a part of *The Business*

Executive portfolio. All of this has been based upon the same solid platform of the original venture....good locally-based business information which complements the efforts of the readers, supported by a solid base of advertising revenues. 150 issues is a lot of newspaper — even more so with its information and personal as well as business stories. It is a basis for expansion using the new technologies which are impacting every business that *The Business Executive* has included.

Congratulations Tom and Wendy. May there be many more stories and issues to come.

(L. Lee Kirkby is Vice President of Leppert Business Systems Inc., a Burlington based company specializing in assisting companies with better managing their important business documents.)

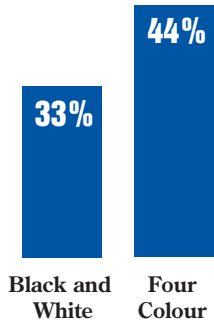




In the charts that follow, CBP presents research from a number of reputable sources, all of it related to the position, colour, frequency and size questions. It should help to banish some long-held assumptions about what makes an ad really work.

Colour

Does colour increase the readership of an advertisement?

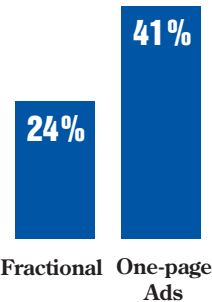


The Facts

One-third more respondents remembered seeing the four colour ads than the black and white ads.

Size

Does a larger advertisement attract more attention?

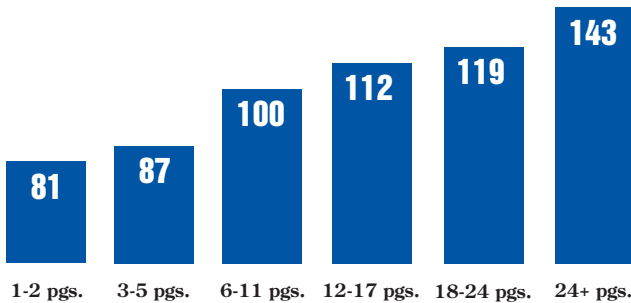


The Facts

Full page ads receive 71% more readership than fractionals.

Frequency

Does advertising frequency affect advertiser recognition?

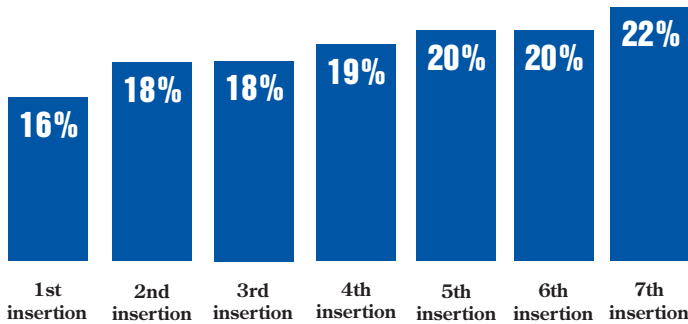


The Facts

As the number of ad pages increased, the number seeing scores increase.

Repetition

Do advertisements wear out? Or can the same design be used again and again?

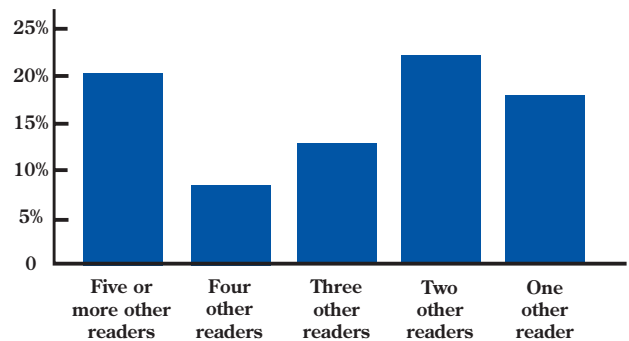


The Facts

Ads that are repeated usually obtain consistent reader interest ratings.

Pass Along

What is the pass along rate of specialized business publications?



The Facts

On average, a specialized business publication reaches four people (primary and pass along readers).

Sources: The following sources were used by the Canadian Business Press in compiling this information - Cahners; Starch; ARF/ABP study 1988; McGraw-Hill.



Over the course of eight years (1996–2004) and three landmark Information Sources Studies, Specialized Business Publications rank first as the most useful source of information on products and services purchased. In fact Specialized Business Publications have gained significant ground in recent years over Trade Shows and Salespeople.

**Rank in 2004
Based on Average**

**%Reporting
Very Useful**

Rank	(Av)		1996	2000	2004
1	7.1	Specialized Business Publications	66%	66%	69%
2	6.3	Trade Shows	60%	60%	56%
3	6.1	Salespeople	58%	55%	50%

The percentage, rating Specialized Business Publications “Very Useful”, increased from 6% over Trade Shows in 1996 to 13% above in 2004.

Similarly, the 8% increase that Specialized Business Publications held over Salespeople in 1996 climbed dramatically to 19% higher in 2004.

Two economic factors are likely at play here:

- The high cost of Trade Show participation.
- The ever-increasing cost of personal sales calls coupled with increasingly hard to reach customers. Sales calls cost in excess of \$500 each in many business and professional markets.

The Internet leapfrogged Conventions/Seminars, Direct Mail and Business Directories in Usefulness to Business Decision Makers. The Internet’s speed and immediacy have likely been the cause of some of the decline experienced by Business Directories.

**Rank in 2004
Based on Average**

**%Reporting
Very Useful**

Rank	(Av)		1996	2000	2004
4	6.0	The Internet	22%	53%	53%
5	5.7	Conventions/Seminars	49%	49%	50%
6	5.2	Direct Mail	32%	35%	35%
7	4.6	Business Directories	35%	31%	29%

Likewise, Web search engines direct traffic back to magazine content that is posted on the Internet, or indeed to the Web sites of the Specialized Business Publications themselves.

*Note: **The Business Executive** specializes in the geographical distribution area of Southern and South-western Ontario and deals with the subject matter of Economic Development.*

Distribution



Publishing Dates

AREA	TOTALS
Metro Toronto to Halton Region	8438
Halton Region	10,700
Central SW Ontario	7451
Western SW Ontario	3079
SPECIAL LOCATIONS:	1900
VIA Rail — Kingston - Toronto - London	
MetroNews	
Promotional / Complimentary	
GRAND TOTAL	31,568

ISSUE DATES	CLOSING FOR ADVERTISERS	DISTRIBUTION STARTS
2008		
January	Dec. 14	Jan. 2
February	Jan. 18	Jan. 28
March	Feb. 15	Feb. 25
April	Mar. 14	Mar. 24
May	April 11	April 21
June	May 16	May 26
July	June 13	June 23
August	July 11	July 21
September	Aug. 15	Aug. 25
October	Sep. 19	Sept. 29
November	Oct. 17	Oct. 27
December	Nov. 14	Nov. 24
January 2009	Dec. 12	Dec. 29

Modular Based National Advertising Rates

AD UNIT & SIZE	W x H	1 x ea.	3 x ea.	6 x ea.	9 x ea.	12 x ea.
ONE PAGE	10 x 14 "	2,995	2,695	2,495	2,295	1,995
3/4 PAGE	7.5" x 13.5"	2,350	2,150	1,950	1,750	1,550
1/2 PAGE - ISLAND	7.5" x 10"	1,995	1,695	1,595	1,495	1,395
- VERTICAL	4.75" x 13.5"					
- HORIZONTAL	10" x 6.75"					
3/8 PAGE - VERTICAL	4.75" x 10"	1,750	1,550	1,450	1,250	1,150
- HORIZONTAL	7.5" x 6.75"					
1/4 PAGE - VERTICAL	2.25" x 13.5"	1,095	995	895	795	695
- STANDARD	4.75" x 6.75"					
- HORIZONTAL	7.5" x 5.25"					
- BOTTOM BAR	10" x 3.25"					
1/6 PAGE - BOTTOM BAR	10" x 2.25"	850	750	650	595	550
- VERTICAL	2.25" x 10"					
- STANDARD	4.75" x 5.25"					
1/8 PAGE - VERTICAL	2.25" x 6.75"	695	595	550	495	450
- HORIZONTAL	4.75" x 3.25"					
1/12 PAGE - HORIZONTAL	4.75" x 2.25"	450	395	350	295	250
- VERTICAL	2.25" x 4.75"					
Classifieds - HORIZONTAL	2.25" x column inch (1" minimum)	\$50 (payment with order by cheque, VISA, MC, Amex)				

Prime Positions:
 Front Cover,
 Back Cover ... or,
 by request +20%.
 Inserts subject to
 Publisher's approval.

Production cost extra for irregular formats.
Column width: 2 1/4"
Trim size: 11 3/8" x 15"
Live matter: 10" x 14"
Negative Film: right reading emulsion down
Line Screen: 100 dpi maximum

Black + 1 Color: \$175
4 Color Process: \$475
Subscription Rates: \$28/Can
 \$44/US

**Thousands of
Advertisers in
15 Years of
Publishing**

**ADVERTISING/
CREATIVE SERVICES**

A Fine Artist
Adcom Advertising & Design
Andrew Breithaupt & Assoc.
Brickworks Communications
Inc.
Colour Quest
Daniel V Photography
Data Graphics Design
Digital Art & Graphics
Executive Perfection
Grandir Group
Ideal Graphics
Ignition Design &
Communications
Interkom Inc.
Jag Communications Inc.
KLEERE Communications
Lawson Hunter & Associates
Magee Design
Niche Marketing & Sales
PS Graphics
Q.R. Imaging
R. Kemppi Desplays
Silva Graphics
Summit Graphics

AUTO

Acura on Main
Budde's BMW of Oakville
Budde's Imported Cars
Canada Wide Auto Leasing
Chip King
Ford Motor Co. of Canada
G.M. Cado;ac
Hertz Car Rentals
J. Lockwood Plymouth
Chrysler Ltd.
John Burkitt Lincoln
Consultant
Kerr Cadillac Pontiac Buick
Leggat Pontiac Buick
Mike Makwich's Petro Canada
Morden Servicentre
Oakville Honda
Oakville Nissan
Oakville Tire & Auto Centre
Oakville's Best Auto Detailing
Subaru of Mississauga

CHARITY ADS

ABC Canada
Arthritis Society
Big Brothers of Halton
Canadian Cancer Society
Canadian Red Cross Society
Child Find Ontario
CIBC Wood Gundy Children's
Miracle
Heart & Stroke Foundation
Lung Association
Participation
United Way of Oakville

COMMUNICATIONS

Bell Canada
BHC Cable Assembly
C H W O Radio
Cantel Intec Cellular
Clearnet
Cogeco
Dish Express Inc.
Hal Tek Communications
Kleere Communications
London Telecom
MDR Telecommunications
National Cellular
Shaw Mobile Comm
Teldisco

COMPUTER RELATED

Aardark Communications
Aztec Computers
BITNET
Bitwise Micro Inc.
Bravo Software Group
CableNet/COGECO
Canadian Computer Outlet
Computer Security
Computerized Benefit
Systems Inc.
Cuesta System Inc.
Dataforge
GPS Pursuit
I.G.M. Enterprises
Ignition Design &
Communications
iSTAR Internet Inc.
Jim Kilmartin
(Computer Technician)
Laser Networks
Leadership Technologies
Leppert Business Systems
LYNX Canada
Magic Vision
McDonald Systems Group
Midrange Information
Solutions Inc.
Net Change Supply
Packard Bell Electronics
Primus
Qualprotech
SDR Computers
The B.O.S.S.
The Info Guide
Web Design by Wright
Weslink Datalink Corp.
Xpand CD Business Directory

CORPORATE

AGRA Monenco
Chamberlain Design
Elsag Bailey (Canada) Inc.
Ennisclaire Corporation
Fluke Transportation Group
Fox 40 - R. Foxcroft
Hamilton Airport
Oakville Tire & Auto Centre
Japanese Giant
Laidlaw
Mars Metal Co.
Moen Inc.
Nationwide Barter Corporation
Oakville Hydro
Pioneer Industries
Polywheels Manufacturing Ltd.
Procor Ltd.
SmithKline Beecham Pharma
St. Lawrence Cement
Tamrock Loaders
The Parking Source
Tymatic Controls

EDUCATION & TRAINING

AAT Schools
Academy of Learning
ADD Centre
Apleby College
Brock University
Burgoyne Centre for Entrepre-
neurship - Brock University
Business Advisory Centre (BAC)
Caricom Institute of Technology
CollisionFree Training
D'Youville College
Fern Hill School
Hire a Student - Hamilton
Office
Human Resources Development
Canada

JobsOntario
Junior Achievement
of Oakville
Keyin College
Lake McLean Consultants
Meta Vision
Michael DeGroot School of
Business - McMaster
University
Ministry of Education
Mohawk College
Niagara College
P. Jodry & M. Pringle Business
Training Services
Peer Resource
Protocol International
Quest Learning Group
Sheridan College
Small Business Solutions
Sylvan Learning Centre
The Burke Group
The Centre
The Computer Tutor
The Enterprise Centre
TL Microsystems
Toronto School of Business
Young Drivers of Canada

EMPLOYMENT

Action Force
Adia Canada
Arthur Rivard & Associates
Canadian Executives
Organization of Oakville
Derek Cathcart
DGS Personnel
Howard Johnson Hotel
Human Resources Development
Canada
Infonet Networking Clubs
JobsOntario
Kelly Services
Michael Forst
Ministry of Education
Niagara College
Royal LePage
Summer Jobs Partnership
The Mutual Group
Thomas McConache
Toronto School of Business
U.S. Media Inc./Int'l Vend

ENVIRONMENTAL

Eco-Win
Environmental Contingency
Services
Greenflow Environmental
Services
Hotz Environmental
Thompson Metals & Disposal
Wilson Laboratories Inc.

EVENTS/SEMINARS

Barbara Sullivan Campaign
Burlington Chamber of
Commerce Business Expo '98
Burlington Visitor & Convention
Bureau
C H W O - Seniors
Canadian OA
Financial Post Conferences
Golden Times
GHVF
Midland Walwyn Seminar
Mohawk College Technology
Showcase
Niagara College Call Centre
Seminar
Oakville Waterfront Festival
Ontario Renaissance Festival
OTMH (Support Walk, Run)
Palma Robinson & Associates
Partners in Our Future
Success for 1994 Show
The Jenkins Agency -
Home Show
The Mutual Group
Waterfront Festival
World Trade '94
World Trade '95

FINANCIAL

AIC Securities
American Express
ASA Commerce Group Inc.
Avestel Credit Union

Bank of Nova Scotia
(Burlington)
Bank of Nova Scotia
(Hamilton)
Bazar, McBean & Co.
Black Isle Financial
Brenark Securities
Brightside Financial
Business Development Bank
CBS Computerized Benefit
Systems Inc.
CIBC (Hopedale Mall)
CIBC Trust (Hamilton)
CIBC Wood Gundy
Computerized Benefit Systems
CUMIS Group
Dean Clark, Chartered
Accountant
Donaldson Bourgon Financial
Services
Falco Santi Riddell, C.A.
Financial Business Develop.
Corp
Fiscal Agents
Fortune Financial Corp.
Fund Profiler
FUNDATA Canada Inc.
Gary Olynik
Global Credit Services
Government Assistance
Programs
Grant Parson, C.A.
Hongkong Bank of Canada
Investors Group
Koivu Hutchings
MADHURI Dhrishnan, Business
Dev. Bank of Canada
McDermid St. Lawrence
Securities Ltd.
Merrill Lynch
Merrin Financial
Nesbitt Burns (Oakville)
Partners in Small Business
Paul Gupta, C.A.
PriceWaterhouse Coopers
RBC Dominion Securities
Renaissance Community
Investments
Richardson Greenshields
Royal & Sun Alliance
Royal Bank Business Banking
Centre
Royal Bank of Canada
S&S Associates
ScotiaMcLeod
SB Partners.
SourceDisk IV
TD Evergreen Investment
Services
Templeton
Tino Gaetani Carusi, C.A.

**GOLF/RACQUET/
COUNTRY CLUBS**

Brantford Golf & Country
Club Ltd.
Burlington Racquet Club
Cedar Springs Health,
Racquet
& Sports Club
Glen Abbey Golf Club
Greystone Golf Club
Katrine Golf & Country Club
Millcroft Golf Club
Nevada Bob's Golf & Racquet
RCCA
Richview Golf & Country Club
Scenic Woods Golf &
Country Club
Springfield Golf & Country Club
Victoria Park East Golf

GOVERNMENT/ASSOCIATIONS

Access Halton
Alliance of Manufacturers &
Exporters Canada
Big Brothers Association
(Hamilton)
Bonnie Brown, MP
Burlington Chamber of
Commerce
Burlington Community Dev.
Corp. (BCDC)
Burlington Transit
Burlington Visitor & Convention
Bureau

Business Executives
Organization
Canada Post Corp.
Canadian Manufacturers'
Association
CEO of Oakville
City of Brantford
City of Burlington
City of Cambridge
City of St. Catharines
Community Foundation of
Oakville
Gary Carr, MPP
Government of Ontario
Greater Hamilton Employee
Assistance Program
Halton Hills Chamber
Halton Region
Hamilton-Wentworth Region
Hamilton Chamber of
Commerce
Hamilton Harbour
Commissioners
Junior Achievement
Milton Chamber of Commerce
Mississauga Board of Trade
Niagara Falls Chamber of
Commerce
Oakville Chamber of
Commerce
Oakville Hydro
Oakville Trafalgar Hospital
Ontario March of Dimes
Rotary Club (Oakville)
St. Catharines Chamber
of Commerce
Thorold Chamber of Commerce
Town of Milton
Town of Oakville
United Way
Welcome Wagon

HOME

Action Chem Dry
Beam of Canada
Brenda Connell (Quilts)
Elizabeth Interiors
Framing & Art Centre
Gerard's Welding &
Fabrication
In'Flector
Land-Scap Inc.
Magic Wand Carpet Cleaning
Oakville Movers
Power Vac
Royal Oak Construction
Sol-Cor Products
Space Age Shelving

HOTELS/RESTAURANTS

Admiral Inns
Barber House Fine Foods
BBO Catering
Bistro 300
Burlington Conference
Centre
Carmen's
Carmen's Catering
CHAPS Restaurants
Choice Hotels
Etcetera Etc.
Gallery Bistro & Grill
Halimar Lodge
Holiday Inn (Burlington)
Holiday Inn (Oakville)
Holiday Inn Express (Oakville)
Howard Johnson Downtown
Toronto
Howard Johnson Hotel
Lorraine's Pantry Inc.
Michael's Inn
Monte Carlo Inn
Mye Japanese Restaurant
Napoleon's Steak House
Omega Steak House
Paradiso Restaurant
Pasant Catering
Philly McNasty's
Piatto Restaurant
Quality Hotel & Suites
Queen's Landing Inn
Ramada Inn & Convention
Centre
Sheraton Hamilton
Sonoma Valley Bistro
The Pillar and Post Inn

The Prince of Wales Hotel
Travelodge
INSURANCE
Atto & Associates Insurance
Brokers
Dan Lawrie Insurance Brokers
E.J. Barilla & Assoc. Insurance
Agencies
Halton-Caird Insurance
Kerreigh Ernst Insurance
Life Quote Canada Insurance
M.S. Patterson & Assoc.
Insurance Agencies
Miltowne Insurance Agency
Royal & SunAlliance
Royal Life
Syd A. Vince Insurance Ltd.
Diana Tuszynski Insurance
Services
Maritime Life

INTERNATIONAL

Advantage Canada Inc.
D'Youville College - NY
Genesee County IDA - NY
Kavinoky & Cook - NY
Lynro Manufacturing - NY
MediaContacts International
NYK Line
NY State Econ. Dev. Dept.
PBB Global Logistics
Plaza Suites, Buffalo
State of Michigan
U.S. Media Inc./Int'l Vend - FL

LIFESTYLE

Abbozzo Gallery
Brant Florist
Bronte Harbour Fine Arts
Chateau des Charmes
Party Rent All
Dorland-Haight Gallery
Friends/Senior Friends
Great Dream Home Lottery
McLaren Barnes Gallery
McNaught Gallery
Moore, Al & Marlene
Oakville Summer Theatre
Petals & Greens Flower Shop
Pleasures
T-AMO Express
The Gallery
The Hopping Grapevine
Theatre Aquarius

Carolyn Little Associates
ChemDry
Data Protection Group
Dundas Copier & Fax
Duocom
Fanhan Office Supplies &
Furniture
Fast Signs
Flannery Marketing
Frid & Russell Co. Ltd.
HAS Office Maintenance
Hill's Video
Label Graphics Ltd.
Lakeview Innovative
Laminated Design
Leppert Business Systems Inc.
Martin's Carpet & Interiors
Oakville Office Machines
OE Canon
OE Direct Warehouse Store
Sign A Rama
The Office Place
VideoScope Ltd.
Zippy Print (Oakville)

OTHER SERVICES

Aura Photographics
Ball, Harrison, Hansell
BGA International
Blended Visions Group
Bochsler Photo Associates
Brown Public Affairs
Consulting
Budwise Battery Handling
Systems
Burlington Office Services
Busenet
Camron Springs
Canadian Security &
Information Service
CANCOMM Publishing
Canmark Consulting Services
Carlson Marketing Group
Credit Bureau Collections
Daniel V. Photography
Ecor & More Inc.
ECAO/BEW Electrical
Contractors
Enterprise Advantage
Eric Lehner Systems
Development
Ernest Anderson Management
Consulting
Framing & Art
Geoff Bowden
H M Kraus & Associates
Halton Small Business
Advisory Group Inc.
House of Foil
IMPAC Systems
InfoSearch Group
Initial Security
Inger Mackenzie Photography
Inquiry Mgmt Services
Interior Car
K.J. Hales & Associates
KCB Courier Services
Kelly Alexander
Communications
Land-Scap Inc.
LDK Engineering Inc.
Lomax Parker Design Consultants
Lomar Associates
McKay Management Consulting
Prel Halton Bus. Mgmt.
Philips Planning & Engineering
Limited
Power Systems Group Inc.
Prolab Colour Services
Promotion Resource Group
Inc. - PRG
Purrolator Courier
Q.R. Imaging Inc.
Resource Protection Services
S & S Courier
Sanctimedia Sales
Seaway Mall
SFH Trading
Shore Warehousing
SmithKline Beecham
Accom Hasler Mailing
Systems
Bre-Mar Office Equipment Inc.
Bruce Raham Business
Interiors
Cameron Springs

Varmaat Kadet Inc.
WDS Group
Wright Mogg & Associates
XL World Processing
Zoom-In
PERSONAL SERVICES
1-2-1 Personal Trainers Inc.
Altered Image
Beverly Hills Weight Loss Clinic
Debra Brown, DDS
Dental Health Group
Diane Garley Family Therapy
Dr. Peter Syred
Exclusively Fit
Executive Fitness
Garvey's Fine Men's Wear
Health/Wellness
Kopriva Taylor Funeral Home
Many Faces Hair Salon
Marilyn Bellegem Consulting
Milton Denture Clinic
Motivation Plus Fitness
Palmos Counselling Assoc.
Pressed for Time Cleaners
Reiki Massage Workshops
& Courses
Sandra White
Sheila Morrison Basket Designs
Skin Care for Health
The Fitness Institute

REAL ESTATE/CONSTRUCTION

Batavia Gateway
Corporate Park
BOT Construction
Burlington Towers
CB Richard Ellis
Century 21/Miller Real Estate
Chambers & Co.
Countrywide Realty
First Gulf
Genstar Development Co.
George Hall Realty
Glen Orchard Homes
J Barnicke
Madex Corporation
McFarlane Realty Inc.
Monarch Construction
Prel Halton Business
Management Group
Re/Max Aboutowne
Royal LePage (Hamilton)
Royal LePage Commercial Inc.
Slough Estates
Snoek, Harry
Speers Executive Centre
Starlane Homes
Sutton Group
Switzer Homes

SHOPPING MALLS/RETAIL

Aikenhead's
Bookers Bookstore & Caffe
Chapters
East Hamilton Radio
Halton Lift Truck Inc.
Henry's Shoes
Hill's TV & Video
Hopedale Mall
M & M Meat Shops (Milton)
Margaret Keenan Design
Studios
Pets Festival
Srigley's Jewellers
The Rubbery
Upper Oakville Shopping
Centre
Walker's Chocolates
Zoom-In
TRAVEL/TOURISM
Adventure House Travel
Brant Travel Services
Bruce Hood Travel
Corporate AirLink
Excel Int'l Travel Ltd.
Goliger's Travel
Greyhound Air
Orion Travelinx
Partner Jet Inc.
Reach Out Tours
Spectrum Airways
Trillium Air
Uniglobe Travel
VIA Rail

Trim size: 11 3/8" x 15" **Live matter:** 10" x 14" (There is no bleed required on ads of any size.)
Please refer to our media kit for ad sizes and double-check that you have created your art to the correct size.

The preferred method for receiving artwork is digital (see below). However, we can still accept negative film under the following conditions:

- Show crop marks indicating size. Output at 100 lpi screen, right reading, emulsion down.
- Please supply a colourkey or laminate film proof for 4 colour ads. Laser proofs are acceptable for spot colour or black and white ads.

Digital files should be sent on CD if their total sum exceeds 5 meagabytes in size. Otherwise, create a single Stuffit or ZIP archive and e-mail your files as attachments to wpeters@busexec.com. **In either case, include a low res PDF file of your ad in lieu of a hard copy proof.**

Digital Art Specs for Native Application Files

The Business Executive Art & Prepress departments work primarily in Quark Xpress 6.5, Adobe Illustrator CS2 and Adobe Photoshop CS2 on the Macintosh platform.

We can accept Windows-based files created with these same programs; however, bear in mind the following with respect to fonts:

Quark files: Provide a low res PDF or hard copy proof and we will match your fonts as closely as possible.

Illustrator files: Convert all text to outlines and save files as EPS.

The following rules apply to files created on either Mac or Windows based platform:

Quark files: Collect all artwork and fonts onto disk. Be sure to include fonts in imported artwork.

Illustrator files: Save as EPS and include any placed images.

Photoshop files: TIFF, JPG & Photoshop EPS files must be greyscale or CMYK, **NOT RGB**. Please double check that your file is saved in the correct colour space.

- Resolution for digital photos must be **200 dpi at 100% of the size** the photo is to be reproduced.
- Resolution for scanned line art (logos/graphics) must be at least **600 dpi at 100% of the size** the graphic is to be reproduced.
- **Photos/logos pulled from web sites are NOT of high enough resolution for print production.**
- **Artwork placed in any word processing application is NOT acceptable and must be supplied as a separate art file.**

Corel Draw files: Convert all text to curves or outlines and convert shades and fills. "Save as" to Adobe Illustrator (.ai).

Digital Art Specs for PDF Files

The Business Executive can accept high res PDF files for digital submission. **It is critical that all fonts are embedded in the file.**

Digital Art Submission Checklist

To ensure the greatest accuracy in reproducing your ad as intended, please check the following before collecting and sending native application or PDF files:

- Convert spot colours (Pantone) to CMYK when printing 4 colour.
- Delete any unused spot colours from the layout colour palette.
- RGB scans must be converted to greyscale or CMYK.**
- Make sure TIFF picture boxes have a background fill of something other than NONE.
- Large areas of black should not exceed 95% in black and white ads. Rich blacks for 4 colour ads should be 100K + 25C or 100K + 25M only.
- Ads that have been prepared for glossy magazine reproduction should be adjusted to print properly on newsprint. **Avoid fine type and small font sizes when reversing text out of black.**
- Check colour separations by printing seps to your laser printer. Make adjustments if necessary before collecting and sending files.
- Double-check font usage to ensure the appropriate fonts have been used and not styled through the font menu. For example, use Times Bold Italic (plain) and not Times (bold, italic).
- Double-check picture usage to ensure all imports are correctly linked to your layout.

Ads Prepared By *The Business Executive*

If we are creating an ad on your behalf, text should be supplied as Microsoft Word or Simple Text and emailed to wpeters@busexec.com. Other individual elements such as photos or logos/graphics should be as sent as per native application file guidelines (see left). When in doubt, call Wendy Peters at 905-845-8300.