

# CARD: Canadian Advertising Rates & Data a Guide

This guide covers:

- **Where** to find this publication
- **What** is included in CARD
- **How** to locate specific media
- **How to read** the info in CARD
- **Related Publications**

## WHERE:

- Monthly print publication, current copies of which can be found at Webster Library in the Reference Collection (main floor of library) at the following call #: HF 5808 C2C3
- There is also an online edition, CARDonline, but problems with this subscription cause it to drop a user if a second user enters the resource – Try to use during non-busy times, ex: mornings.  
<http://library.concordia.ca/research/databases/index.php?action=SeelInfo&RID=979>

**WHAT:** This publication provides information about most mediums for advertising in Canada, and in some cases, the costs to advertise via these mediums. CARD breaks these up into “Media Sections”, specifically:

- **Business Publications** (ex: Marketing Magazine)
- **Campus Newspapers** (ex: Concordia University’s The Link)
- **Community Newspapers** (ex: The Suburban)
- **Consumer Magazines** (ex: Chatelaine; also includes city and regional publications ex: Hour)
- **Daily Newspapers** (ex: The Gazette) – *the first page of this section provides a quick guide to all daily newspapers, including circulation, frequency, cost to consumer, etc.*
- **Ethnic Publications** (ex: Korea Times Daily)
- **Farm Publications**
- **Online Services** (ex: Chatelaine.com, CBC.ca)
- **Other Advertising Media** (ex: campus advertising, coupon advertising)
- **Other Out-of-Home Advertising Media** (ex: aerial advertising, elevator advertising, mobile signage, stadium advertising)
- **Out-of-Home Advertising Media** (ex: airport advertising, backlit posters, electronic message signs)
- **Radio Stations** (ex: CHOM-FM)
- **Shoppers** (ex: Le Regional des Aubaines; these types of publications are not as common in Quebec)
- **Television Stations** (ex: Bravo!, CFCF-TV (CTV))

**HOW:** In the hardcopy version of **CARD**, there are several indexes at the beginning of the publication to help you locate a specific media source. You will be provided with either a page number or a class number. Both of these numbers can be found at the top of each page in CARD.

Each section is either organized by region (province and city) or by type or topic of media (ex: the consumer magazine section is organized by topics such as *travel, food & beverage, health & fitness*). The top of each page in CARD will show what media section you are in and under what region, topic or type the media on that page are categorized.

In **CARDonline** pick the **media** you are interested in (ex: Newspapers). Once you have clicked on a choice, you will be able to drill down according to different criteria, for example: by **Type** of media (ex: Campus newspapers, Daily newspapers, etc.), **Province, Market/CMA** (market is used for a city; CMA will include adjacent areas to a city), **Language** and/or **Ethnicity**. Once you have a list, you can click into each specific media (ex: Gazette) to get contact information and, when available, rates. If you know the

title of the publication you are interested in just search it in the search box at the top of the screen. *Content is same as print publication, but online may also include an **editorial profile**.*

## HOW TO READ:

*This guide is intended to provide an overview of concepts covered in CARD. Should you have questions about these terms it is strongly recommended that you speak to your professor.*

### Key guide:

- **Canadian Media Directors' Council Media Digest (aka Media Digest):**  
[http://www.cmdc.ca/init\\_digest.asp](http://www.cmdc.ca/init_digest.asp) (hard copy at the Webster Library Reference Desk)  
Many, although not all, terms used in CARD are defined in a glossary at the back of Media Digest. Descriptions of each type of media in this publication may also help in interpreting CARD.

### Definitions of some abbreviations and terms for Business/Consumer/Newspaper Publications:

- **Agate line / line:** non-standardized unit of space measurement, equal to one column wide by 1/14 inches deep/high (i.e. 14 lines per inch) (Media Digest). This measure is mainly used for newspapers. Note that the column width and the total number of columns for a particular publication are provided in the *Mechanical Specifications* section of its description in CARD. Example: if your ad was 2 columns wide by 2 inches high you would need:  $2 \times (2 \times 14) = 56$  lines.
- **B&W or BW:** black & white.
- **B+1C, B+2C:** black plus 1 colour, black plus 2 colours, etc. Indicates colour printing surcharges.
- **DPS:** double page spread
- **Closing Date:** The final deadline by which a publication will accept advertising space reservations/material (Media Digest). See also *issuance*.
- **Covers:** the 2<sup>nd</sup> cover is the page behind the front cover (inside front cover), the 3<sup>rd</sup> cover is inside the back cover and the 4<sup>th</sup> cover is the back cover.
- **Issuance:** date or time when magazine or newspaper is published (usually seen in combination with the *closing date*).
- **Open line rate / line rate:** advertising rate charged for one **agate line** (Media Digest). Mainly used for newspapers.
- **Qualified circulation:** the distribution of a publication that is restricted to individuals who meet certain requirements; for example, member physicians are qualified to receive the Journal of the American Medical Association (SmartBiz.com). Requirements may also be specific demographic criteria (ex: men/women in a certain age group); see description of publication in *Publication Profiles* listed below.
- **ti:** this refers to the number of times an identical ad is inserted in the same publication within a specified period. The prices given in these columns are per ad.
- **Volume discount:** a discount given by a publication based upon the number of times (**ti**) one advertises in it within a specified period (Media Digest).

**IMPORTANT:** Make sure to read ALL the documentation for the publication you want to advertise in, particularly the **general advertising** directions and the **mechanical specifications**. Consider that **surcharges** may apply.

### Other Sources for Definitions:

- **Designer's lexicon : the illustrated dictionary of design, printing, and computer terms** Call #: NC 1000 C28 2000 (Webster Reference)
- **Ica Glossary of Media Terminology: Broadcast & Internet**  
<http://www.ica-ad.com/pdf/publications/MediaGlossary.pdf>
- **SmartBiz.com: Small Business Resources – Glossary of Advertising Media Terms**  
<http://www.smartbiz.com/article/view/1257>

## RELATED PUBLICATIONS (these publications may be useful to use in combination with CARD):

- **Canadian Media Directors Council media digest** aka **Media Digest** (online, hard copy held at the Webster Library Reference Desk) [http://www.cmdc.ca/init\\_digest.asp](http://www.cmdc.ca/init_digest.asp):
  - This publication provides descriptions and data about all advertising mediums in Canada, including direct response marketing, television, radio, newspapers, magazines, outdoor, transit and online advertising. If you are unfamiliar with a particular medium this a good book to look at. *Recommended for use in combination with CARD.*

For example, if you are interested in radio advertising this publication will tell you how many radio stations exist in Canada, the highest daily tuning period for some demographic groups, average weekly hours tuned by region, some information about regulations, booking and cancellation practices, etc. There is a glossary of terms at the end of the publication.

- **Publication Profiles** (held at the Webster Library Reference Desk):
  - This publication provides descriptions of print media in Canada, including consumer magazines, farm publications and business publications. Descriptions include target markets and type of content. *All print publications, excepting newspapers, listed in CARD will be described here.*
- **National List of Advertisers** (Webster Library Reference Collection, call# HF 5808 C2N3)
  - This publication provides information about advertisers in Canada, i.e. companies that advertise their products or services in Canada. An entry for a particular company *may* contain products, brands and/or services advertised by that company, estimated annual sales, annual advertising budget and planning months, type of media used to advertise with, advertising agency used.

This book includes indexes that allow you to find a company if you only know the product, brand or service it provides; category index organized by SIC code (2 digit) useful to find advertisers in broad industry sectors; index to the SIC classification codes; index of advertising agencies including their location, contact info and a list of their accounts; geographical index of advertising agencies; list of media associations.