

PUBLICATION MONTHS AND CLOSING DATES

International Hair Route magazine is published four times a year in March, June, September and December. Space reservation deadline is 45 days prior to publication month. High resolution digital files preferred, email, FTP or CD must be received 30 days prior to publication month. Extra charges may apply for film supplied. In case of late artwork, publisher retains the right to reprint advertiser's previous ad. No cancellations accepted after closing dates.

ADVERTISING RATES

The prices shown represent the cost of each insertion. There is a significant per-insertion savings when an ad is contracted to run in three or four consecutive issues.

Ad Size	B/W Per Insertion	Color Per Insertion	BM Per Insertion	3x or more	3x or more
1x - 2x	\$ 985	\$ 1,665	\$ 820	\$ 1,500	\$ 1,500
1x - 2x	\$ 835	\$ 1,515	\$ 695	\$ 1,375	\$ 1,375
1/2 Page	\$ 655	\$ 1,315	\$ 530	\$ 1,210	\$ 1,210
1/2 Page	\$ 453	\$ 1,130	\$ 380	\$ 1,060	\$ 1,060
1/2 Page	\$ 230	\$ 910	\$ 200	\$ 880	\$ 880
1/2 Page	\$ 135	\$ 810	\$ 130	\$ 805	\$ 805

COVERS 4-color: noncancelable

1st cover	\$ 1,725
2nd & 3rd cover	\$ 1,225
4th cover.....	\$ 2,025

COLOR RATES

Additional standards colors, each (extra).....	\$ 230
4-color process, each (extra).....	\$ 680

WEB SITE BANNER ADS

(468 pixels x 60 pixels; maximum size 16k)

Home Page—top.....	\$620/3-months
Home Page—bottom:	\$275/3-months
Premium Page—top:.....	\$345/3-months

CLASSIFIED ADVERTISING

Classified Ad sizes vary to a maximum of up to 1 1/2-column inches (approx. 35 - 40 words). Payment in advance. Print magazine and web site, \$60/3-months Print magazine only, \$45/3-months Web Site only..... \$25/month

BLEED — 15% extra of b/w rate

SPECIAL POSITIONING — 20% extra of b/w rate

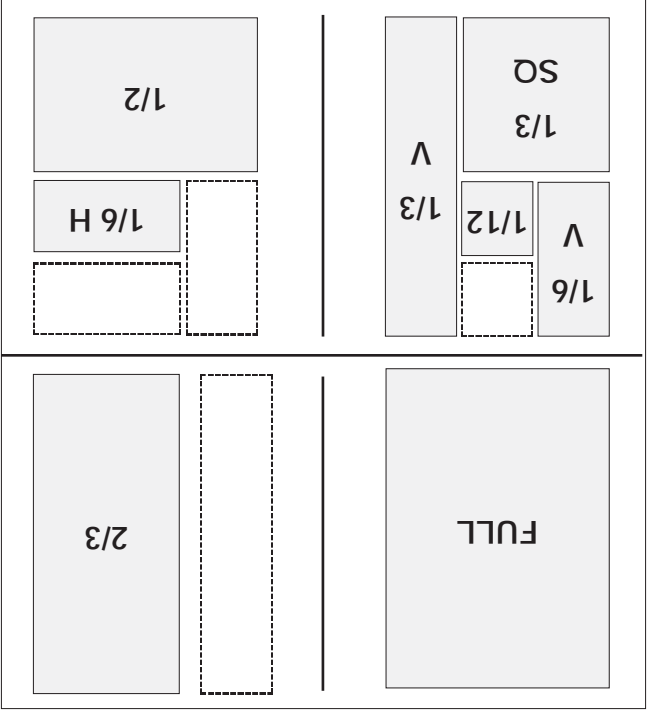
INTERNATIONAL HAIR ROUTE MAGAZINE

ADVERTISING RATE SHEET

(Effective January 2004)

Some Quick Facts

International Hair Route is the magazine that put the electrolysis profession on the map. It's been doing that for over 24 years now. Nobody else keeps the profession as well-informed about what's going on in this industry — in a totally unbiased way. Don't ask us - ask our subscribers! They refer to *Hair Route* as "Our Magazine". You hear it all the time: "It's the only thing out there!"
readers per copy, is read cover-to-cover by 15,000 electrologists each quarter, throughout the U.S.A., Canada and most other countries around the world.



MAGAZINE TRIM SIZE

8 1/8" x 10 7/8" Bleed negative allow extra 1/4" for trim.

TYPE IMAGE OF PAGE (LIVE AREA)

7" WIDTH X 10"

Ad Size	Width	Depth
Full Page	7"	10"
1/2 Page	4 5/8"	10"
1/4 Page	7"	4 7/8"
1/4 Page square	4 5/8"	4 7/8"
1/4 Page vertical	2 1/4"	10"
1/4 Page horizontal	4 5/8"	2 1/4"
1/2 Page vertical	2 1/4"	4 7/8"
1/2 Page	2 1/4"	2 3/8"

NUMBER OF COLUMNS — 3

Editorial Office:

2155 Leanne Blvd, Suite 200,

Mississauga, Ontario Canada L5K 2K8

Telephone: (905) 855-2929 — Fax: (905) 855-3131

www.hairroute.com
E-mail: advertising@hairroute.com

Publisher/Advertising

Anthony D. Copperthwaite

MECHANICAL REQUIREMENTS

High resolution digital files, Press Quality PDF preferred, other industry standard programs accepted. For all non-PDF files, a color key proof must be provided.

SCREENS RECOMMENDED

b/w, 120-133 lines per inch; color, 155 lines per inch.

BILLING POLICY

Net due within 30 days of date on invoice. Payment is required with order for first-time advertisers. An agency cash discount of 15% of the gross billing on space, color and special position will be allowed to recognized advertising agencies only. All amounts due are payable in U.S. funds.

any changes that are required to material supplied — such as converting film to digital, special typesetting, changes, or modifications to existing artwork, files or photographs.

ADDITIONAL CHARGES

Insertion prices are for high resolution digital artwork.

An additional one-time fee or hourly charge is made for