

BY TEENS FOR TEENS

youthink

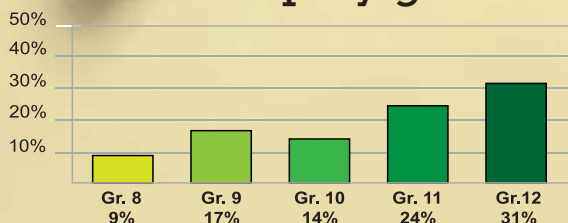
Youthink offers multiple ways to reach the elusive teenage market and has created a community where teens can connect with one another in print and online. Written by teens for teens, *Youthink* magazine covers everything teenagers want to know about – fashion, youth issues, post-secondary topics, entertainment and more. Distributed monthly in over 400 BC and Alberta high schools, the magazine is one of the few vehicles that takes your message to the classroom. *Youthink.ca* complements the magazine with enhanced editorial, games, events, music, listings, contests, blogs and much more.

The *Youthink* community is uniquely poised to reach today's teens. This strong teen brand will allow you to deliver your message effectively and innovatively through the many advertising opportunities available.

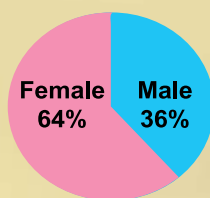
Average Circulation

82,752

readership by grade



readership by gender



>> More than 60 students participate in *Youthink's* one-week work experience program each school year.

>> *Youthink* publishes an average of 1,000 students per year.

Youthink magazine in high schools

80% of teen readers obtain their copy at school
32% of teens report that *Youthink* magazine is used by teachers in the classroom

Youthink is distributed through high schools as well as community centres, library branches, 7-Eleven stores, Mac's and Safeway stores.

Visit www.youthink.ca for a full list of distribution outlets.

"*Youthink* is a perfect vehicle for us to target high school students for promotions and information on their future careers. Recently we ran a campaign promoting a case competition in the paper and received a 100% increase over last year's submissions."

Vinetta Peek

CMA (Hon.), Vice President Marketing, CMA Canada

youthink.ca

Online advertising opportunities

The online advertising options available to you are endless: banners, blogs, buttons, videos, sponsorships and text messaging campaigns. Plus, enhance your digital campaign by using *Youthink's* eNewsletter or eBlast, two effective and efficient methods of speaking directly to Western Canada's teens!



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2010 Rate Card



2010 Youththink Rates

BC Edition	1x	5x	10x
Full Page	3,640	3,420	3,165
2/3 Page	2,365	2,225	2,060
1/2 page	2,075	1,950	1,805
1/3 page	1,530	1,440	1,330
1/4 Page	1,165	1,095	1,015
1/6 page	945	890	820
1/12 page	580	545	505
Page 3	3,995	3,755	3,475
IFC & IBC	4,190	3,940	3,645
OBC	4,550	4,275	3,960

Alberta Edition	1x	5x	10x
Full Page	2,860	2,690	2,490
2/3 Page	1,860	1,750	1,620
1/2 page	1,630	1,530	1,420
1/3 page	1,202	1,130	1,045
1/4 Page	915	860	795
1/6 page	745	700	650
1/12 page	460	430	400
Page 3	3,145	2,955	2,735
IFC & IBC	3,290	3,095	2,860
OBC	3,575	3,360	3,110

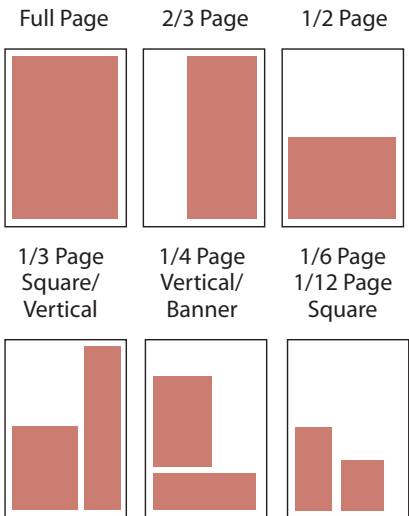
BC/Alberta Combo Rates	1x	5x	10x
Full Page	5,850	5,500	5,090
2/3 Page	3,800	3,570	3,305
1/2 page	3,335	3,135	2,900
1/3 page	2,328	2,190	2,025
1/4 Page	1,870	1,760	1,625
1/6 page	1,520	1,430	1,320
1/12 page	940	885	820
Page 3	6,425	6,040	5,590
IFC & IBC	6,730	6,325	5,855
OBC	7,310	6,870	6,360

Production charges for ads are extra. Insert rates available upon request.

Ad Sizes

(Inches)	(Width by Height)
Full Page	9.25 x 12.75
2/3 Page	5.5 x 12.75
1/2 Page	9.25 x 6.25
1/3 Page Vertical	3.6 x 12.75
1/3 Page Square	5.5 x 6.25
1/4 Page Vertical	4.563 x 6.25
1/4 Page Banner	9.25 x 3
1/6 Page	3.6 x 6.25
1/12 Page	3.6 x 3

All ads are non-bleed. Page trim size is 10.25" x 13.75". Printed image area 9.25" x 12.75".



2010 Space Closing Dates

Space Close	Final Digital Material Due	Street Date
January	December 8	January 4
February	January 19	February 8
March	February 9	March 1
April	March 16	April 6
May	April 13	May 3
June	May 10	May 31
September	August 17	September 7
October	September 14	October 4
November	October 12	November 1
December	November 16	December 6

Ads requiring design and production are due at space close.

Printing Process: Web Offset
Screen: 110 lines per inch
Binding Method: Saddle-stitched

All ads are full colour (CMYK/4C Process). All ads must be supplied in a digital format that meets Canada Wide's specifications for electronic output. Native files created in Adobe InDesign, Adobe Illustrator and Adobe Photoshop are accepted as well as PDFx1a files. Macintosh format is preferred. If colour reproduction is critical, digital files must be accompanied by a colour match proof. Canada Wide will accept no responsibility for content or colour accuracy where no proof has been supplied. Files are accepted on CD and DVD. Files are also accepted by email or by using Canada Wide's online file transfer system. Call our Production Department for more information and for a detailed Print Media Specifications sheet.

Creative Services: Canada Wide Media Limited can supply complete creative services including design, production and photography. An estimate will be prepared for approval prior to commencement of work. Advertisers assume responsibility for proofing and accuracy of pub-set ads.

GENERAL POLICY
Commissions: 15% to recognized agencies.

1. Rates quoted are for space only. If material must be altered, there will be an extra charge. • 2. Ads must run within 12 months of first insertion to earn frequency discounts (Multiple ads in one issue qualify for frequency discounts.) • 3. Publisher will not be responsible for ad material beyond 12 months after publication. • 4. Advertising is non-cancelable after closing date. • 5. Rates do not include GST or other applicable sales tax.

Terms of Payment: Interest of 2% per month is charged on unpaid accounts after 30 days. On direct accounts, payment should be made with order or at closing date, unless credit terms have been arranged in advance.