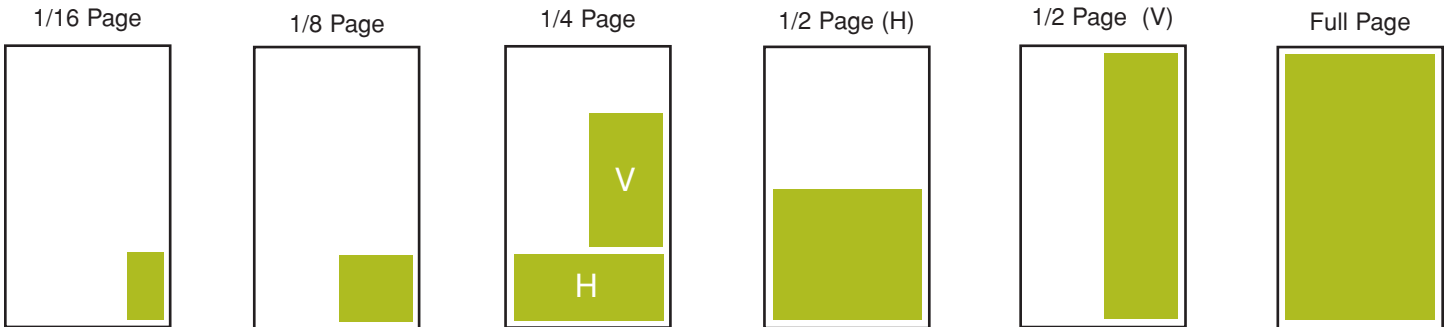


Give your business a boost by advertising in The SPURR.



| AD | SIZE | 1X | 3X | 5X | ANNUAL |
|--------------------|-----------------|----------|----------|----------|----------|
| Business Card | 3.50" x 2.00" | 75.00 | 71.25 | 67.50 | 63.75 |
| 1/16 page | 2.25" x 3.50" | 90.00 | 85.50 | 81.00 | 76.50 |
| 1/8 page | 4.75" x 3.75" | 171.00 | 162.45 | 153.90 | 145.35 |
| 1/4 page | 4.75" x 7.50" | 324.00 | 307.80 | 291.60 | 275.40 |
| 1/4 page (H) | 9.75" x 3.75" | 324.00 | 307.80 | 291.60 | 275.40 |
| 1/2 page (V) | 4.75" x 15.325" | 612.00 | 581.40 | 550.80 | 520.20 |
| 1/2 page (H) | 9.75" x 7.50" | 612.00 | 581.40 | 550.80 | 520.20 |
| Full page | 9.75" x 15.325" | 1,152.00 | 1,094.40 | 1,036.80 | 979.20 |
| Outside Back Cover | 9.75" x 15.325" | 1,440.00 | 1,368.00 | 1,296.00 | 1,224.00 |

Classified Ads are 10 cents per character with a minimum charge of \$10.00

SPURR Editorial Partner

Include your monthly newsletter or article promoting your business, service or community and we will incorporate it into the SPURR as a regular feature.

Editorial Partner submissions may contain photos, names, address, email and website but cannot include your corporate logo graphic, or be sublet to other advertisers.

This service is available on annual commitments only.

| 1/4 Page | 1/2 Page | Full Page |
|-----------|-----------|-----------|
| 200 Words | 400 Words | 800 Words |
| \$162.00 | \$306.00 | \$576.00 |

All editorial materials, articles, events & news must be submitted 3 days prior to Ad Deadlines as listed on other side of this form.

Acceptable File Formats for Ad Submissions:

Adobe InDesign CS, Adobe Photoshop CS, Adobe Illustrator CS, Adobe Acrobat PDF 6.0, Quark Xpress 6.0. Files from other programs must be saved in pdf or eps format. Fonts must be converted to outlines/curves or included. Microsoft Word files are for unformatted text only. Do not embed images in a Word file. Be aware we will have to rebuild any ads submitted in Word format, therefore, all fonts and graphics (high resolution format only) should also be included. There will be additional charges for any ad that must be rebuilt from Microsoft Word.

Insert Your Flyer, Brochure or Postcard - Only \$900 per issue!

Minimum size: 3" x 5" Maximum size: 8" x 10"

Overs required: 325 copies

Minimum Paper weight 100lb gloss, or 80 lb offset

Some restrictions apply and all inserts are subject to inspection prior to acceptance, please contact the SPURR for full details.

The SPURR can do your artwork!

We can supply complete creative services including design, writing, production and photography at competitive rates. An estimate will be prepared for approval prior to commencement of work. Advertisers: Assume responsibility for proofing and accuracy of information on pub-set ads. The SPURR can also design and print your inserts.

For more information please contact us at:

Ph: 780-757-0993

Fax: 780-401-3438

Email: ads@thespurr.ca

S*P*U*R*R

STONY PLAIN (ROAD AND AREA) URBAN REVITALIZATION REPORT

2011 AD BOOKING FORM

Advertising, editorial and insert rates are listed on opposite side of this form.

Rates quoted are for space only, and do not include GST.

If submitted Ad material must be altered, there will be an extra charge. Special positioning available upon request with 15% surcharge on placement rate.

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

Please book the following

Display Ad - BC 1/16 1/8 1/4 1/2 FP OBC for frequency of : 1x 3x 5x Annual
 Insert - PostCard Flyer / Brochure or _____ for frequency of : 1x 3x 5x Annual
 Editorial Partner - 1/4 1/2 FP "Editorial Partnerships are available on annual commitment only."
 Other: _____
 For the month(s) of _____

Company: _____

Ph: _____ Fax: _____

Address: _____

Contact: _____

Ph: _____ Email: _____

Date: _____ Signature: _____

Please fax completed form to 780-401-3438, or email to ads@thespurr.ca

SPURR is published 10 times per year and is distributed to nearly 14,000 households and over 1000 businesses in the west end of Edmonton, specifically between 92nd to 111th Ave and 140th to 170th Street.

We officially represent the Jasper Place Revitalization Communities of Britannia Youngstown, Canora, Glenwood, & West Jasper/Sherwood, the Community Leagues of High Park & Mayfield as well as the Stony Plain Road and Area Business Revitalization Zone.

DISTRIBUTION

February
 March
 April
 May
 June
 July/August
 September
 October
 November
 December/January

DEADLINE

January 21, 2011
 February 18, 2011
 March 23, 2011
 April 22, 2011
 May 20, 2011
 July 6, 2011
 August 19, 2011
 September 21, 2011
 October 21, 2011
 November 23, 2011

