

smartmoves™

smartmoves MAGAZINE SPECIFICATIONS

This *smartmoves* magazine order is a supplement to the *smartmoves* Service Agreement entered into between the Participant and Canada Post Corporation. All capitalized terms used but not defined in this *smartmoves* magazine supplemental agreement have the meanings given in the above referenced *smartmoves* Service Agreement.

1. SERVICE OVERVIEW

The *smartmoves*™ program (the “*smartmoves Program*”) brings together Canada Post’s permanent change of address services into one convenient and comprehensive movers’ service. The *smartmoves* Program leverages and extends Canada Post’s familiar address change services by enabling movers to pro-actively forward their mail and to take advantage of special offers available to them when they move.

The *smartmoves* Program provides commercial participants unparalleled access to the Canadian mover market segment. It provides *smartmoves* Program participants with a way to reach Canadian households that are moving at the most advantageous time. The *smartmoves Program* includes a feature rich movers’ website, a change of address email confirmation sent to movers, a magazine publication, outsert and direct mail options that take advantage of the reach of the Internet and Canada Post’s extensive distribution network. Commercial *smartmoves* Program participants have the option to take advantage of the *smartmoves* Program for advertising and promotional opportunities through print and online exposure.

2. ADVERTISEMENT SPECIFICATIONS

Magazine Advertising

Sizing

Trim Size :	6-3/8" x 8-1/2"
Bleed Size:	6-5/8" x 8-3/4"
Live Text Area:	5-7/8" x 8 (Live text area must be kept within 1/4" of trim all sides).
DPS Live Bleed:	13" x 8-3/4"
DPS Live Area:	12-1/4" x 8

Advertisements must be either full page or double-page spreads (additional fee applies for double page spread, please consult Canada Post). No fractional page advertisements are permitted.

Printing and Binding

Printing Process: Printed on a web press

Binding Method: Saddle-stitched

Colour: 4-colour process

Language

Participant may submit advertisements to the *smartmoves* magazine in English, French or both languages. The magazine is published in both official languages.

Submission of Magazine Advertisement

The deadline for booking magazine advertisements is 35 days prior to the first circulation of the magazine edition. The advertisement materials must be delivered to Canada Post 7 days following execution of this agreement.

The Participant must submit a proof of each advertisement in the following format: hi-res PDF/X-1a, or generic PDF files created with Adobe Acrobat Distiller, submitted with all fonts embedded created to Totem specifications available at <http://adscanadapost.totembrandstories.com> on an ISO formatted CD-ROM with a dMACs standards proof. (www.magazinescanada.com). Resolution of PDF files must be 300dpi. Proofs must be submitted to Nadia Gonzalez at Totem, 37 Front St. East, Toronto, ON M5E 1B3.

In addition to the proof, a digital upload must be submitted to the advertising material upload site <http://adscanadapost.totembrandstories.com>.

Once the Participant has uploaded its digital materials, it must contact the *smartmoves* production manager at nadia.gonzalez@totembrandstories.com or 416.847.5118 to advise that an upload has been completed, provide the file name of the upload and confirm the Participant name associated with the upload.

Canada Post does not accept responsibility for material content or colour trapping. Production charges apply for advertising material that does not adhere to the specifications and requires alteration by Canada Post.

3. MAGAZINE PRODUCTION SCHEDULE AND DEADLINES

Editions	Advertising agreement Booking Deadline (5 weeks prior to distribution)	Advertising material deadline (4 weeks prior to distribution)	Beginning of distribution	Press run estimate per edition*
Winter 2013	November 5, 2012	November 12, 2012	December 31, 2012	200,000
Spring/Summer 2013	February 12, 2013	February 20, 2013	April 9, 2013	450,000
Fall 2013	July 9, 2013	July 16, 2013	August 27, 2013	350,000
Winter 2014	November 5, 2013	November 12, 2013	December 13, 2013	200,000

*Note: Press run estimates per edition may vary based upon actual number of moving households.

4. FEES

Participant agrees to pay applicable fees (plus all applicable taxes) as indicated below. Canada Post will issue an invoice upon acceptance of the contract and will issue an invoice on an as required basis, in respect of development fee(s) where applicable. All payments are due within 15 days of the date of the invoice. Overdue payments are charged interest at a rate of 1.5% (18% per annum) until all overdue amounts and interest are paid.

Subscription Fee: This fee is an annual subscription fee (payable in advance) for advertising (i) on the *smartmoves* website, (ii) in the *smartmoves* magazine, (iii) on the *smartmoves* website and in the *smartmoves* magazine, or (iv) in the *smartmoves* change of address confirmation email.

Per Edition Fee: This fee is paid to advertise in the *smartmoves* magazine on a per edition basis.

Development Fee: This fee (based on hourly rate) applies to additional set-up requested by the Participant, ongoing maintenance of Participant's content on the *smartmoves* website or for alterations to Participant's magazine advertisement material due to non-conformity with the stated requirements.

As a pre-condition to obtaining consent to incur development fees from Participant, Canada Post must provide Participant with a detailed written description of the work to be undertaken by Canada Post, as well as a written estimate of the development fees which will be incurred by Canada Post in respect of such work. Canada Post reserves the right to reject all advertisements that do not meet the specifications set out above and in the *smartmoves* advertising policy.

Payment of Invoices

Cheques or money orders must be made payable to "Canada Post Corporation", include the Participants' Canada Post Participant number, and be accompanied by the remittance information accompanying the invoice. CPC HST # 119321495. Payment must be sent to the following address:

**PAYMENT REMITTANCE PROCESSING
CANADA POST CORPORATION
2701 RIVERSIDE DR SUITE E0680A
OTTAWA ON K1A 1L7**