

STARWEEK - 2009 NATIONAL RATES

Effective January 1, 2009



WHO'S READING STARWEEK MAGAZINE?

Torontonians, age 18+*

- 60% Women, 40% Men
- 36% are University or Post university grads.
- 26% are Managers, Owners, Professionals
- 37% have a household income of \$100,000+
- 87% are home owners
- 66% are principle grocery shoppers
- Average HHI: \$88,963
- Average age: 50

Do you have products and services targeted to STARWEEK readers in the Toronto market?

Call your Toronto Star sales representative today and ask how an advertising campaign within the magazine or in combination with the daily paper can be designed to meet your marketing objectives.

Did you know that nearly 800,000 Toronto adults read STARWEEK each Saturday, and the Mon-Fri Star has close to 1 million readers?

A STARWEEK magazine + 1 Mon-Fri Star ad buy can reach....

- an untapped weekday Star reader
- grow awareness of your product or service and

compete effectively with your competitors.

*Source 2008 PMB and NADbank 2007 Full Report

CONTACT: 416-869-4242

or

TOLL FREE: 1-800-268-9304

TORONTO STAR

thestar.com

STARWEEK RATE CARD 2009 NATIONAL

2009 NATIONAL RATES FOR STARWEEK (newsprint stock)

| Size | 1x | 6x | 13x | 21x |
|---------------------------|-------------|-------------|-------------|-------------|
| Double Page Spread | \$35,582.70 | \$33,690.60 | \$31,931.10 | \$30,146.10 |
| Full Page | \$17,793.90 | \$16,850.40 | \$15,957.90 | \$15,085.80 |
| 1/2 page | \$10,648.80 | \$10,103.10 | \$9,582.90 | \$9,052.50 |
| 1/4 page horizontal | \$5,865.00 | \$5,569.20 | \$5,273.40 | \$4,982.70 |
| Inside Banner | \$4,671.60 | \$4,447.20 | \$4,202.40 | \$3,972.90 |
| Service Directory (large) | \$504.90 | \$479.40 | \$459.00 | \$438.60 |
| Service Directory (small) | \$275.40 | \$265.20 | \$255.00 | \$244.80 |
| Weekly Shopper | \$800.70 | | | |
| Lug Ads | \$255.00 | | | |

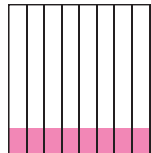
| Covers | 1x | 6x | 13x | 21x |
|--------------------|-------------|-------------|-------------|-------------|
| Front Page Banner | \$10,169.40 | \$9,659.40 | \$9,149.40 | \$8,644.50 |
| Inside Front Cover | \$22,440.00 | \$21,318.00 | \$20,196.00 | \$19,063.80 |
| Inside Back Cover | \$21,460.80 | \$20,384.70 | \$19,318.80 | \$18,242.70 |
| Outside Back Cover | \$33,976.20 | \$32,359.50 | \$30,727.50 | \$29,126.10 |

Please contact the STARWEEK Co-ordinator (416-869-4274) for complete cover banner specifications

TYPE SAFETY
10" x 10 3/8"
TRIM
10 3/8" x 11"
BLEED
11 1/8" x 11 1/2"

COATED STOCK FORMAT

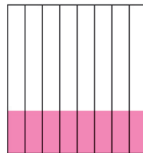
COVER BANNER



10" x 2"
8 COL X 28 LINES
(TRIM SIZE)

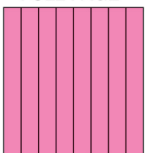
| COATED STOCK | LISTINGS |
|---------------------------------|--------------------------------|
| Orders - 17 days prior | Orders - 12 days prior |
| Material - Noon - 15 days prior | Material - Noon - 9 days prior |
| Proofs - 15 days prior | Proofs - 15 days prior |

INSIDE BANNER



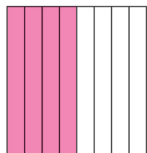
10" x 2 13/16"
8 COL X 40 LINES

FULL PAGE



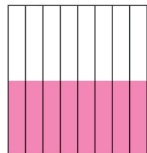
10" x 10 3/8"
8 COL X 145 LINES

1/2 VERTICAL



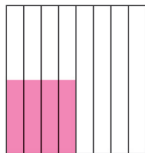
4 7/8" x 10 3/8"
4 COL X 145 LINES

1/2 HORIZONTAL



10" x 5 1/16"
8 COL X 70 LINES

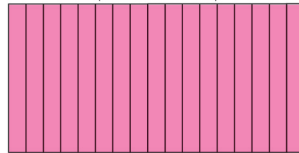
1/4 PAGE



4 7/8" x 5 1/16"
4 COL X 70 LINES

DOUBLE PAGE SPREAD

(CENTRE SPREAD ONLY)



20 3/4" x 10 3/8" 17 COL X 145 LINES

STARWEEK - TERMS AND CONDITIONS

- To all advertising agencies recognized by the Toronto Star, a 15% commission will be paid based on the rates shown on the reverse side. The Publisher will require prepayment from Advertising agencies who indicate that their client(s) is responsible for payment of the advertisement or if any kind of payment disclaimer is used or implied on Advertising agency insertion orders. Accounts are payable when rendered. Accounts are considered past due if payment is not made by the 20th of the month following billing. Payments in foreign currency must be made at the prevailing Canadian rate of exchange.
- Rates quoted are for general advertising only. The Publisher reserves the right to classify all advertisements.
- The Publisher may increase advertising rates at any time and all contracts are accepted subject to this condition. The advertiser may cancel any contract without short rate penalty on notice within 15 days after higher rates are made effective by the Publisher.
- If publication of the Toronto Star is restricted or curtailed in any way, rates quoted here or in any contract and the size or location of any advertisement shall be subject to modification without notice by the Publisher.
- The Publisher reserves the right to revise, reject, discontinue or omit any advertisement, or to cancel any advertising contract, for reasons satisfactory to the Publisher without notice and without penalty to either party.
- If an error is made by the Toronto Star which in its judgement materially affects the value of an advertisement, a corrected advertisement will be inserted once upon demand without further charge. "Make good" insertions will not be granted on minor errors which in the Publisher's judgement do not lessen the value of the whole advertisement.
- The liability of the Publisher for damage arising out of errors in advertisements is limited to the amount paid for the space actually occupied by the portion of the advertisement in which the error occurred, whether such error is due to the negligence of the Publisher's employees or otherwise. The liability of the Publisher for damage arising out of non-insertion of any advertisement is limited to the amount received by the Publisher for such advertisement, whether such non-insertion is due to the negligence of the Publisher's employees or otherwise. The advertiser agrees to indemnify the Publisher for any losses or costs incurred by the Publisher as a result of publishing any advertisement which is libelous or misleading or otherwise subjects the Publisher to liability. This indemnity shall apply to all advertisements published, even if produced by the Publisher on behalf of the advertiser.
- The Publisher accepts no responsibility for loss of profit or any type of damages arising from the exercise of its rights set out in paragraph (e), non-insertion of any advertisement or any error made in any advertisement whether such error is due to the negligence of the Publisher's employees or otherwise.
- The Publisher expressly disclaims all warranties, representations and conditions of any kind, express or implied, by statute or otherwise, to the fullest extent permitted by law. All of the Publisher's limitations of liability and disclaimers set out in these terms and conditions shall apply notwithstanding the breach of a fundamental term or condition or a fundamental breach.
- Advertisers will be charged for space occupied from cut-off rule to cut-off rule, not exceeding space ordered.
- All materials produced by the Publisher will remain the property of the Publisher. Copyright in such materials shall be owned by the Publisher. The Publisher will not be responsible for the return of materials supplied by the advertiser unless return delivery instructions are received when the advertisement is placed.
- The printing of key codes used to track coupon redemption is not guaranteed.
- The Publisher may insert the word "advertisement" or "adv." above or below any copy.
- A separate contract must be signed in order to obtain contract discounts. Open rates will be charged in absence of a contract. No contract will be accepted for a period longer than one year. Contingent orders will not be accepted. These terms and conditions apply in all circumstances.
- Press limitations, or other causes beyond its control, may require the Publisher to limit the availability of colour, insert distribution and other special classifications on selected occasions during the year.
- Deadlines may vary dependent on printing schedules.
- The Publisher will not knowingly publish any advertisement which is illegal, infringing, misleading or offensive to its readers.

Please contact the StarWeek Production Co-ordinator for specifications and details on:

- Electronic submission of ads
- Tip-on's/Tip-Ins
- Blow Ins Insert and Tip-On deadlines
- Stitched-in Inserts
- Front Page Banner specs.

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