

## Don't miss the Oct/Nov Issue of *Alberta Oil*!

### IN OUR OCT/NOV ISSUE

Growing demand. Increased scrutiny. The oilsands sector must navigate between those two diametrically opposed realities if it's going to achieve its objectives. In an in-depth report on Alberta's oilsands activities, *Alberta Oil* examines how the sector is responding to both its pressures and its opportunities.

### ALBERTA OIL ADVERTISING RATES

EFFECTIVE JUNE 1, 2008

Rate Base: 20,000

Ad rates quoted in gross dollars

#### 2,3,4

Colour	1 x	3 x	6 +
Full	5,800	5,510	5,235
1/2 page	3,770	3,585	3,405
1/3 page	2,610	2,480	2,355
DPS	11,020	10,470	9,950
1/2 DPS	7,165	6,805	6,470

#### Black & White

	1 x	3 x	6 +
Full	4,350	4,135	3,930
1/2 page	2,830	2,690	2,555
1/3 page	1,960	1,865	1,770
DPS	8,265	7,860	7,470
1/2 DPS	5,375	5,105	4,850

#### Covers

	1 x	3 x	6 +
OBC	7,250	6,890	6,550
IFC/IBC	6,670	6,340	6,025

### CLOSE DATES

#### OCT/NOV 2008

Ad Close: Tuesday, Aug 12

Ad Material Due Date: Tuesday, Aug 26

#### DEC 2008/JAN 2009

Ad Close: Tuesday, Oct 14

Ad Material Due Date: Monday, Oct 27

#### FEB/MAR 2009

Ad Close: Thursday, Dec 4

Ad Material Due Date: Friday, Dec 19

#### APRIL/MAY 2009

Ad Close: Monday, Feb 9

Ad Material Due Date: Monday, Feb 23

#### JUNE/JULY 2009

Ad Close: Tuesday, Apr 14

Ad Material Due Date: Monday, Apr 27

#### AUG/SEPT 2009

Ad Close: Monday, June 15

Ad Material Due Date: Monday, June 29

## ALBERTA OIL

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