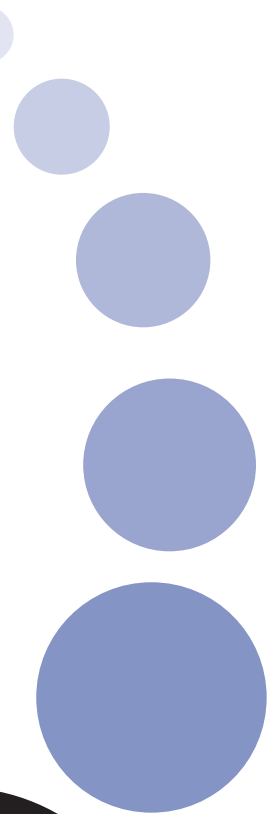
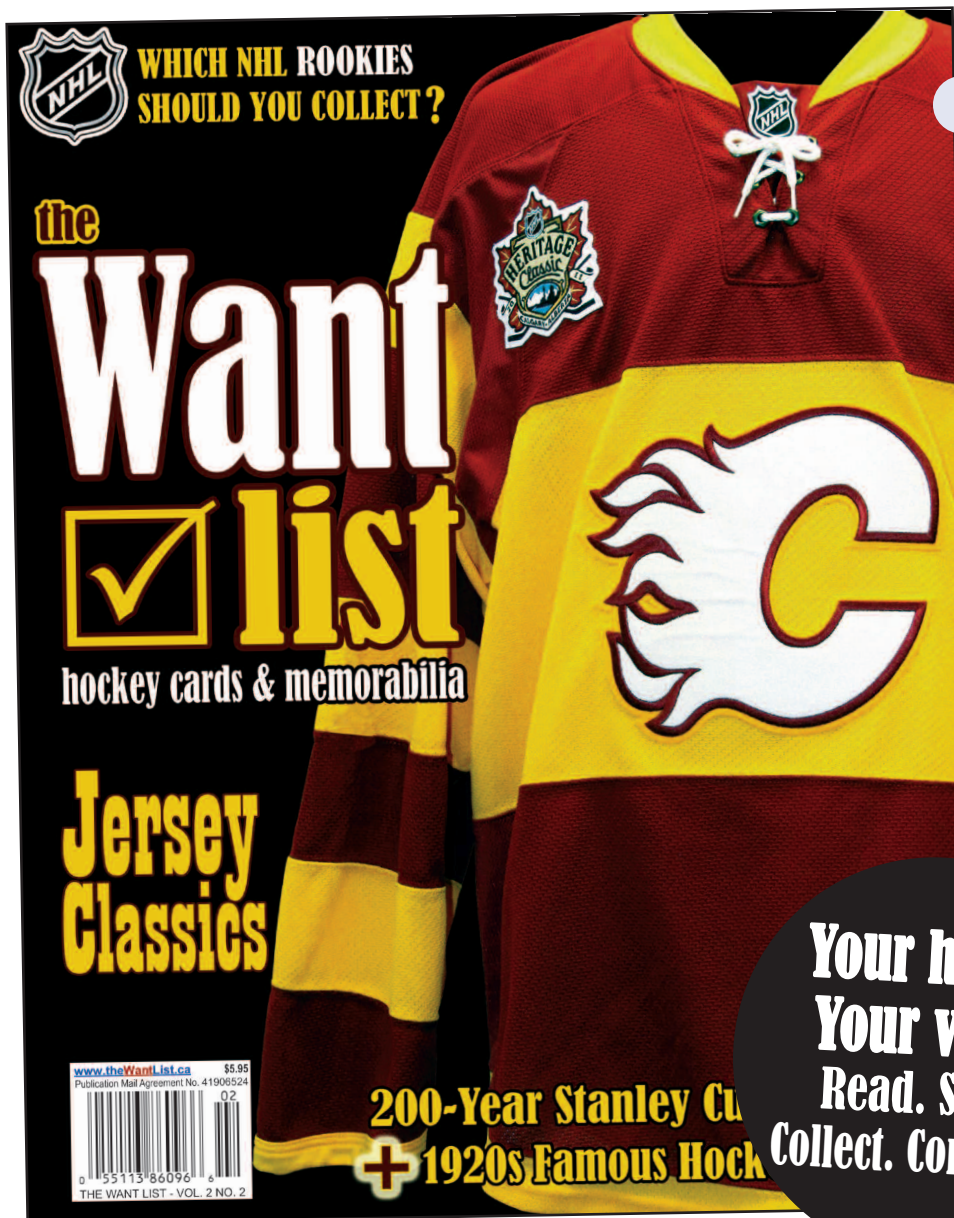


# the **Want List**

the hockey card & memorabilia magazine



**Your hobby.  
Your voice.  
Read. Share.  
Collect. Contribute.**

- Cards, Figures and Collectibles
- Autographs and Memorabilia
- Game-Used Jerseys and Equipment
- Rookie Cards and Future Focus
- NHL and Junior Features
- New Releases and Previews
- Stores, Shows and Auctions
- Vintage and Retro Flashbacks
- 4 issues during the Hockey Season
- Magazine Printed in Full Colour
- Updates and Resources Online at **TheWantList.ca**

# Hockey Fans Wanted!



## The **Want List** : the hockey card & memorabilia magazine

*The Want List* is our hobby's hockey card & memorabilia **magazine**. It features the best in hockey collectibles, from rookie cards to autographs to game-used memorabilia. With every issue, *The Want List* will showcase everything you wish you had in your hockey collection. Four new issues of *The Want List* will be published every two months during the 2010-11 hockey season.

<u>Magazine</u>	<u>Ad. Deadline</u>
#8 Mar/Apr 2011	Feb. 1, 2011
#9 Playoffs 2011	Apr. 1, 2011
#10 Nov/Dec 2011	Oct. 1, 2011
#11 Jan/Feb 2011	Dec. 1, 2011

COLOUR ADS	SIZE	1X AD	3X AD
Gloss Inside Back	8" x 10.5"	\$1,100	\$1,000 per
Double Page Newsprint	16" x 21"	\$1,200	\$1,100 per
Single Page	8" x 10.5"	\$700	\$650 per
2/3 Page	8" x 7"	\$475	\$450 per
1/2 Page	8" x 5.25"	\$400	\$375 per
1/3 Page	2.75" x 10.5"	\$300	\$275 per

All advertisements include a position on [TheWantList.ca](http://TheWantList.ca) plus a one (1) one-year subscription. Prices reflect print-ready advertisements. All advertisements must be 300 dpi or greater and must be converted to CMYK colour. A 1/4" bleed is required on all full-page advertisements.

## The Marketplace x 4

### SPONSOR ADVERTISING

Includes four positions in *The Want List* magazine, a one-year online position at [www.TheWantList.ca/hobby/](http://www.TheWantList.ca/hobby/), and hard copies of the magazine.

Standard (1.75" x 2.25")	4 issues = \$297 CAN	+ Almanac add \$100
Premium (2.5" x 3.5")	4 issues = \$396 CAN	+ Almanac add \$120
Banner (2.5" x 7")	4 issues = \$660 CAN	+ Almanac add \$175
Quarter-page (4" x 5.25")	4 issues = \$795 CAN	+ Almanac add \$200

Contact us at [info@thewantlist.ca](mailto:info@thewantlist.ca)

### CLASSIFIED ADVERTISING

Get three free "Want List" classified advertisements (3 x 25 words) with every one-year subscription to *The Want List*.

# the Want List

## 1 The Single \$21.99<sup>+tax</sup>

For the regular price of a one-year subscription and at less than \$2 a month, you get your business listed in our store directory!

- We list your business name, street address, city, postal code & phone number at [theWantList.ca/stores/](http://theWantList.ca/stores/)
- You get one copy of each of the next four issues of The Want List (TWL8 - TWL11)
- You also get one copy of the 2012 Collector's Almanac price guide



## 2 The Quad \$56.99<sup>+tax</sup>

Get an upgraded business listing plus additional copies of The Want List for less than \$5 a month!

- We list your business name, street address, city, postal code & phone number plus **email and website** at [theWantList.ca/stores/](http://theWantList.ca/stores/) **as well as in printed editions of The Want List**
- You get **four (4) copies** of each of the next four issues of The Want List (TWL8 - TWL11)
- You also get one copy of the 2012 Collector's Almanac price guide

## 3 Standard \$297.00<sup>+tax</sup>

Size: 2-1/4" x 1-3/4"



Show off your business card for less than \$25 a month!

- Get the same business listing described in The Quad plus **your own web page** (see [theWantList.ca/stores/your-store/](http://theWantList.ca/stores/your-store/))
- You get **six (6) copies** of each of the next four issues of The Want List (TWL8 - TWL11) & one (1) copy of The Almanac

add \$100 + tax to also include your business ad in the 2012 Almanac

## \$396.00<sup>+tax</sup> Premium

add \$120 + tax to also include your business ad in the 2012 Almanac

- Get the same business listing as the Standard plus an **additional online impression** (see [theWantList.ca/stores/](http://theWantList.ca/stores/))
- You get **six (6) copies** of each of the next four issues of The Want List (TWL8 - TWL11) & one (1) copy of The Almanac

## 4

Size: 3-1/2" x 2-1/2"

