

POINTE AU BARIL ISLANDERS' ASSOCIATION and THE OJIBWAY CLUB

2020 YEARBOOK: Colour Advertising Rates and Information

SPACE COST for ALL Ads in Colour:

Costs are for SPACE only. Artwork charges will be added unless CAMERA-READY art is supplied, OR ad is a repeat of 2019.

		Colour
***Full TWO Page Ad	10.75" W x 8.50" H (includes .375" / edge bleed)	\$ 550
Full Page	4.5" W x 7.5" H	\$ 275
Full Page (borderless)	5.5 W x 8.5" H (includes .375" / edge bleed)	\$ 275
Half Page	4.5" W x 3.75" H	\$ 175
Half Page (borderless)	5.25" W x 4.25" H (includes .375" / edge of bleed)	\$ 175
Business Card	2" W x 3.5" H or 3.5" W x 2"H	\$ 125
Classified, text only	Up to 40 words	\$ 50

Ad's Cost for the Space only \$ _____

ARTWORK COST:

New ads that we create from scratch: **Borderless** (goes off the page) or with **Border**

Full Two Page Ad	10.75" W x 8.50" H (includes .375" / edge bleed)	\$300	
Full Page	5.5 W x 8.5" H	\$150	Half Page 4.5" W x 3.75"
H	\$100 Business Card	\$50	2" W x 3.5" H or 3.5" W x 2"H

Minor changes to existing ad (dates, new pictures, address changes, etc.)

Full Page	4.5" W x 7.5" H	\$ 50
Half Page	4.5" W x 3.75" H	\$ 40
Business card	3.5" W x 2" H or 2" W x 3.5" H	\$ 30

Ad's Cost for the Artwork (if applicable) \$ _____

SPECIAL REQUESTS FOR PAGE LOCATION COST

* **SPECIFIC PAGE LOCATION REQUEST: \$ 50 - \$250 EXTRA per PAGE** (see below under TERMS*) \$ _____

****GENERAL SECTION REQUEST: \$ 40 EXTRA per PAGE** (see below under TERMS**) \$ _____

GRAND TOTAL \$ _____

DEADLINES:

Ad requests by **February 15, 2020**;

Completed, camera ready material – Feb 25, 2020* (If needing editor's assistance) or no later than **March 10, 2020**

After the February request due date, ads will be accepted based on space availability;

***Any ad request which will require assistance from the editor to create needs to be sent no later than February 25, 2020.**

Publication's mailing date is targeted for mid May 2020.

Purchasers of full page or half page ads will receive a complimentary copy of the yearbook.

Purchasers of ads (not classifieds) will be listed in the advertising section in the back of the book, both in alpha order and by category, one listing per advertisement.

SUBMISSION OF AD MATERIAL:

*** Full two-page ads (that run seamlessly across both sides of facing pages) must include outside bleeds to assure full coverage.

Provide **camera-ready** art for **specified size of ad**. **Do NOT fax the artwork.**

Send **original pictures** used in the ad *even if* it is already a part of camera-ready art. Pictures can be returned.

SIZE of AD WHEN SENT ELECTRONICALLY: To a file via e-mail to Hilde Clark, editor, please create a **pdf, tif, jpg or eps** file at a minimum resolution of **300 and preferably 600 dpi** for the **specified size** and attach it to the email.

Please note: 72 dpi resolution scans (both low resolution settings with digital cameras as well as pictures taken from websites) create a grainy result in the printed format and **will NOT be accepted.**

If **special font** is used, it must be included. The editor's email address is: hilde.clark@gmail.com

TERMS:

*Specific page requests are available for **\$50 - \$250** extra depending on the location of the page.

*All requests, including cover ads, are offered first to previous advertisers

General section requests are available for **\$40 extra *subject to availability*.

EXTRAS:

Those who place an ad in the Yearbook are also entitled to 1 short blurb in the summer PaBIA eBlast's Advertiser's Corner

ORDER HERE:

We request that a cheque be enclosed with this form filled out OR payment may be made online through PayPal to pabia@rogers.com OR by e-transfer to pabia@rogers.com

Please note: *In order to secure placement of your ad in the Yearbook, your payment must be received.*

if ad to be a repeat of last year

if new ad material will be mailed to Hilde if camera-ready enclosed or if e-mailed to Hilde if original pictures enclosed

Advertiser's Name: (as it will appear in the listings in book) _____

Ad category: (see pg. 344-346 of Yearbook '19) _____

Address: _____ City _____
Prov _____ Code _____ Telephone: (____) _____
ext: _____

Email _____ Advertiser's Website: _____
Name of Company: (if different from above) _____
Advertise **Free of Charge** on PaBIA's website? _____ Yes;
_____ NoSignature _____

Send Full Payment ONLY to Nancy Rogers (by cheque, PayPal or e-transfer):

Send **cheque** (payable to PaBIA) and order form to:

Nancy Rogers, PaBIA Secretary-Treasurer
Unit 1 – 38 Elora Drive, Hamilton ON L9C 7K3

For **PayPal** or **e-transfer** send to pabia@rogers.com

Send Artwork ONLY to Hilde Clark:

Home: 1247 Sunrise Ridge Dr., Lafayette, CA 94549 USA or e-mail: hilde.clark@gmail.com Contact Hilde:
216-469-8469 (cell) with questions.