

# POINTE AU BARIL ISLANDERS' ASSOCIATION and THE OJIBWAY CLUB

## 2021 YEARBOOK: Colour Advertising Rates and Information

### SPACE COST for ALL Colour Ads:

Costs are for SPACE only. Artwork charges will be added unless CAMERA-READY art is supplied, OR ad is a repeat of 2020's.

		Colour
***Full TWO Page Ad	10.75" W x 8.75" H (includes .375" edge bleed)	\$ 550
Full Page	4.5" W x 7.5" H	\$ 275
Full Page (borderless)	5.5 W x 8.75" 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 8.75" H (includes .375" edge bleed)	\$300
Full Page	5.5 W x 8.75" H	4.5" W x 7.5" H \$150
Half Page		4.5" W x 3.75" H \$100
Business Card	2" W x 3.5" H or 3.5" W x 2"H	\$50

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:

- **February 15, 2021** for Requesting ALL Ads; After the February request due date, ads will be accepted based on space availability.
- IF assistance is needed to complete the ad by PaBIA's editor, \***Feb 25, 2021** with all related material into editor
- **March 10, 2021 FINAL SUBMISSION DATE** to be assured of a place in the Yearbook.

### FOR YOUR INFORMATION:

- Publication's mailing date is targeted for mid May 2021.
- Purchasers of full page or half page ads will receive a complimentary copy of the yearbook.
- Ads (not classifieds) will be listed in the advertising section in the back of the book, both in alpha order and category, one listing/ad.

### 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.
- **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](mailto: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/ad in the summer PaBIA eBlast's Advertiser's Corner

Page 1 of 2 (continue order on page 2)

### ORDER HERE:

- We request that a cheque be enclosed with this form filled out **QR** 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 Information**

Advertiser's Name: *(as it will appear in the listings in book)* \_\_\_\_\_

**Ad category:** (for suggested categories) see pgs. 344-346 of Yearbook '20) \_\_\_\_\_

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; \_\_\_ No

Signature \_\_\_\_\_

---

### **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.