

**POINTE AU BARIL ISLANDERS' ASSOCIATION and THE OJIBWAY CLUB**  
**2017 YEARBOOK: Advertising Rates and Information**

**SPACE COST:**

**Costs are for SPACE only. Artwork charges will be added unless CAMERA-READY art is supplied, OR ad is a repeat of 2015.**

		<b>B&amp;W</b>	<b>Colour</b>
***Full TWO Page Ad	10 5/8" W x 8.25" H		\$ 550
Full Page (regular border)	4.5" W x 7.5" H	\$ 250	\$ 275
Full Page (5.25" W x 8.25" H <b>PLUS</b> 0.25" surround bleed)		\$ 250	\$ 275
Half Page	4.5" W x 3.75" H	\$ 150	\$ 175
Business Card	2" W x 3.5" H	\$ 100	\$ 125
Classified	up to 40 words, text only	\$ 50	n/a
			<b>Ad Cost \$ _____</b>

**ARTWORK COST:**

**New ads that we create from scratch:**

Full Page	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

**Art cost (if applicable) \$ \_\_\_\_\_**

**SPECIAL REQUESTS FOR PAGE LOCATION COST**

\* **SPECIFIC PAGE LOCATION REQUEST: \$ 50 - \$200 EXTRA per PAGE** \$ \_\_\_\_\_

*Page requested (see below under TERMS\*)*

\*\***GENERAL SECTION REQUEST: \$ 40 EXTRA per PAGE** \$ \_\_\_\_\_

*Page requested (see below under TERMS\*\*)*

**GRAND TOTAL \$ \_\_\_\_\_**

**DEADLINES:**

Ad **requests** by **February 15, 2017**; all **completed, camera ready** material – no later than **March 10, 2017**

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

Publication's mailing date is targeted for mid to end of May 2017.

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

Purchasers of all ads (not classified) will be listed in the advertising section in the back of the book, both by alpha 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 add 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 will 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 digital cameras and 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. Hilde's e-mail 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

Page 1 of 2 (continue order on page 2)

**ORDER HERE: Cheque must be enclosed with ad request**

- ✓ \_\_\_ if ad to be a repeat of last year
- ✓ \_\_\_ if ad material enclosed
- ✓ \_\_\_ if camera ready enclosed
- ✓ \_\_\_ if e-mailed to Hilde
- ✓ \_\_\_ if original pictures enclosed

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

**Ad category:** (see pg. 344-345 of '16) \_\_\_\_\_

Address: \_\_\_\_\_

City \_\_\_\_\_ Prov/St \_\_\_\_\_ Code \_\_\_\_\_

Telephone: (\_\_\_\_\_) \_\_\_\_\_ ext: \_\_\_\_\_

Email \_\_\_\_\_

Advertiser's Website: \_\_\_\_\_

Name of Company: (if different from above) \_\_\_\_\_

Advertise Free of Charge on PaBIA's website? \_\_\_\_\_ (yes or no)

Signature \_\_\_\_\_

**Send Full Payment ONLY to Nancy Rogers:**

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

**Nancy Rogers**

PaBIA Secretary-Treasurer

Unit 1 – 38 Elora Drive, Hamilton ON L9C 7K3

Phone: (905) 383-6726 Email: 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.