

**POINTE AU BARIL ISLANDERS' ASSOCIATION and THE OJIBWAY CLUB**

2018 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 2017.

		<b>B&amp;W</b>	<b>Colour</b>
***Full TWO Page Ad	12.0" W x 9.0" H with .375" bleed* included		\$ 550
Full Page			
Regular white border	4.5" W x 7.5" H	\$ 250	\$ 275
Borderless	5.25 x 8.25 plus .375"/side for bleed*		\$ 275
Or borderless w/bleed included	6.00" W x 9.0"H		\$ 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

(\*Bleed is additional .375" per side or .75" increase from borderless full page size)

Ad Cost \$ \_\_\_\_\_

**ARTWORK COST:**

New ads that we create from scratch:

Full Two Page Ad	12.0" W x 9.00" H	\$300
Full Page	4.5" W x 7.5" H or (if borderless) 6.0 W x 9"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 - \$250 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, 2018**; all **completed, camera ready** material – no later than **March 10, 2018\***  
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 March 1.**

Publication's mailing date is targeted for mid to end of May 2018.

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 add (one time during the summer as space permits) their logo, either phone number or name which is linked to their website or email to the PaBIA eBlast's Advertiser's Corner

**ORDER HERE:** We request that the cheque be enclosed with this form filled out.  
Please note: In order to secure placement of your ad in the Yearbook, your cheque 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. 344-345 of '17) \_\_\_\_\_

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; \_\_\_ 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:**

e-mail: hilde.clark@gmail.com  
Contact Hilde: 216-469-8469 (cell) with questions.