

POINTE AU BARIL ISLANDERS' ASSOCIATION and THE OJIBWAY CLUB

2022 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 2021.

***Full TWO Page Ad	10.75" W x 8.75" H (includes .25" edge bleed)	\$ 580
Full Page	4.5" W x 7.5" H	\$ 290
Full Page (borderless)	5.5 W x 8.75" H (includes .25" edge bleed)	\$ 290
Half Page	4.5" W x 3.75" H	\$ 185
Half Page (borderless)	5.5" W x 4.5" H (includes .25" edge bleed)	\$ 185
Business Card	2" W x 3.5" H or 3.5" W x 2"H	\$ 130
Classified, text only	Up to 40 words	\$ 50

Ad's Cost for the Space only \$ _____

ARTWORK COST:

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

Full Two Page Ad	10.75" W x 8.75" H (includes .25" 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 for REQUESTING AND SUBMITTING:

- **February 15, 2022** 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, 2022** with *all related* material into editor
- **March 10, 2022** FINAL SUBMISSION DATE to be assured of a place in the Yearbook.

FOR YOUR INFORMATION:

- Publication's mailing date is targeted for mid May 2022.
- 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 some digital cameras *as well as* pictures taken from websites) create a grainy result in the printed format and **will NOT be accepted**. **Smart phone camera resolution can be adjusted by user.**
- 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/ad 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 Information

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

Ad category: (for suggested categories) see pgs. 344-346 of Yearbook '21) _____

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.