

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

**2025 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 2024.**

*Full TWO Page Ad	11.00" W x 8.5" H (includes .5" edge bleed)	\$580
Full Page	4.5" W x 7.5" H	\$290
Full Page(borderless)	5.5 W x 8.5"H (includes .5" edge bleed)	\$ 290
Half Page	4.5" W x 3.75" H	\$185
Half Page (borderless)	5.5" W x 4.75" 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	<b>Up to 40 words</b>	\$ 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	11.00" W x 8.5" H (includes .5" edge bleed)	\$300
Full Page	5.5" W x 8.5" H <u>or</u> 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 <u>or</u> 3.5" W x 2" H	\$50

**Minorchanges 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 <u>or</u> 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, 2025** 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 15, 2025** with *all related* material into editor
- **March 10, 2025 FINAL SUBMISSION DATE** to be assured of a place in the Yearbook.

**FOR YOUR INFORMATION:**

- Publication's mailing date is targeted for May 2025.
- 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 per 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 if format is **not** a pdf. 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 per 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 payable to PaBIA be enclosed with this form filled out OR payment may be made by e-transfer to

***contact.pabia@gmail.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 material will be e-mailed to Hilde
- ✓ \_\_\_ if original pictures will be mailed to Hilde

### **Advertiser Information**

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

**Ad category:** *(for suggested categories see pgs. 336-338 of Yearbook '24)* \_\_\_\_\_

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

City \_\_\_\_\_ Prov. \_\_\_\_\_ Code \_\_\_\_\_

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

E-mail: \_\_\_\_\_

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

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

Advertise ***Free of Charge*** on PaBIA's website? \_\_\_\_ Yes \_\_\_\_ No

Signature \_\_\_\_\_

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### **Full Payment ONLY to Nancy Rogers (by cheque or e-transfer):**

- Send **cheque** (payable to PaBIA) and order form to:  
Nancy Rogers, Yearbook Advertising Manager  
Unit 1 – 38 Elora Drive, Hamilton ON L9C 7K3
- For **e-transfer** send to ***contact.pabia@gmail.com***  
(**Include note that payment is for Yearbook Advertising**)

### **Send Artwork ONLY to Hilde Clark:**

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