

POINTE AU BARIL ISLANDERS' ASSOCIATION and THE OJIBWAY CLUB
2012 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 2011.

Full Page	4.5" W x 7.5" H	\$ 250
Half Page	4.5" W x 3.75" H	\$ 150
Business Card	2" W x 3.5" H	\$ 100
Classified	up to 40 words	\$ 50
		Ad Cost \$ _____

ARTWORK COST:

New ads that we create from scratch:

Full Page	4.5" W x 7.5" H	\$120
Half Page	4.5" W x 3.75" H	\$ 80
Business Card	2" W x 3.5" H	\$ 40

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	\$ 20

Art cost (if applicable) \$ _____

SPECIAL REQUESTS FOR PAGE LOCATION

* **SPECIFIC PAGE LOCATION REQUEST: \$ 50 - \$100 EXTRA** per PAGE \$ _____
 Page requested (see below under *TERMS**) _____

****GENERAL SECTION REQUEST: \$ 40 EXTRA** per PAGE \$ _____
 Page requested (see below under *TERMS***) _____

GRAND TOTAL \$ _____

SUBMISSION OF AD MATERIAL:

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: If you are sending a file via e-mail to Hilde Clark, editor, please create a **tif, jpg or eps** file at **600 dpi** for the **specified size** of the ad and attach it to the email. If the file is **1200 dpi** and sent electronically, the file needs to be **compressed** (use WinZip [PC] or Stuffit [Mac] program).
 72 dpi 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 as well. Hilde's e-mail address is: **hilde.clark@gmail.com**

TERMS:

*Specific page requests are available for **\$50 - \$100** extra depending on the location of the page.
 General section requests are available for **\$40 extra *subject to availability*.
 *Several requests, including colour cover ads, are offered first to previous advertisers [costs adjusted for colour and placement]

DEADLINES:

ad requests by **February 15, 2012**; all *completed, camera ready* material – **March 10, 2012**
 After the February due date, ads will be accepted based on space availability
 Publications mailing date is targeted for end of May, 2012.
 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.

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 listed in book) _____

Ad category: (see pg. 315-317 of '11) _____

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@mountaincable.net

Send Artwork *Only* to Hilde Clark:

Home: 3 Brightwood Way, Danville, CA 94506 USA or
e-mail: hilde.clark@gmail.com
Call Hilde: 925-406-4944 with questions.