

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

**2010 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 2009.

Full Page	4.5" W x 7.5" H	\$ 200	
Half Page	4.5" W x 3.75" H	\$ 130	
Business Card	3.5" W x 2" H	\$ 80	
Classified	up to 40 words	\$ 30	

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

**ARTWORK COST:**

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

Full Page	4.5" W x 7.5" H	\$ 90	
Half Page	4.5" W x 3.75" H	\$ 70	
Business Card	3.5" W x 2" H	\$ 30	

2. **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) \$ \_\_\_\_\_

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

• Page request (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.
- If you are sending 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.
- To send them electronically, the file needs to be **compressed** when **1200 dpi** (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.
- 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** extra. 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].
- **Deadlines:** ad requests by **February 25, 2010**; all **completed, camera ready** material – **March 10, 2010**
- After the February due date, ads will be accepted based on space availability
- Publications mailing date is targeted for end of May, 2010.
- 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: To be enclosed with cheque**  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. 308-309 of '09) \_\_\_\_\_

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 \_\_\_\_\_

**PAYMENT: to Nancy ONLY:** Please send **full payment** enclosed with your order. 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](mailto:pabia@mountaincable.net)

**Artwork only: Phone Hilde: 925-406-4944 or e-mail: [hilde.clark@gmail.com](mailto:hilde.clark@gmail.com)**