

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
		<b>Ad Cost \$ _____</b>

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](mailto: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.