

Dawson Creek

 BRITISH COLUMBIA



Advertising Insertion Order

To Book Advertising Space Contact



Advertising Sales: Robin Graham
Toll Free: 1.877.788.1313 Fax: 250.377.3580
Email: robin.rgstrategies@telus.net
www.rgstrategies.com

Advertising Sizes and Rates

	Community Magazine	Business Section or Visitor's Guide
<input type="checkbox"/> 1/16 Page	\$325.00	<input type="checkbox"/> \$425.00
<input type="checkbox"/> 1/8 Page	\$525.00	<input type="checkbox"/> \$625.00
<input type="checkbox"/> 1/4 Page	\$765.00	<input type="checkbox"/> \$950.00
<input type="checkbox"/> 1/2 Page	\$1125.00	<input type="checkbox"/> \$1425.00
<input type="checkbox"/> Full Page	\$1600.00	<input type="checkbox"/> \$1965.00
<input type="checkbox"/> Inside Covers	\$1965.00	<input type="checkbox"/> \$1965.00

*Members of the Dawson Creek & District Chamber of Commerce are entitled to an advertising discount of 5% which is not reflected in the above rates.

Please Note: there is NO CHARGE FOR ADVERTISING DESIGN.
 A 25% surcharge could apply for special advertising placement requests.

Issue Date

The 2010 Dawson Creek Community Magazine will be in distribution channels January, 2010.

Deadline

Bookings and Display Ad Materials due **November 13, 2009**

Printing Process	Direct-to-plate web offset	
Paper Stock	60lb coated	
Digital File Specs	300 DPI Four-colour process throughout	
Print Run	20,000 50,000	80 pg Community Magazine 32 pg Visitor's Guide

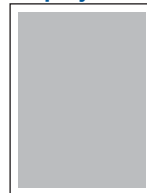
Contract Rate	\$ _____
5% Member Discount	\$ _____
SUBTOTAL:	\$ _____
5% GST (870584273)	\$ _____
TOTAL:	\$ _____
Authorizing Signature: _____	
PO # _____	Date: _____
<i>Thank you. An Invoice will follow. New advertisers are required to pay a 50% deposit at the time of booking.</i>	

- New advertising copy will be supplied
- Use 2009 Advertisement *without* changes
- Please have Robin Graham, RG Strategies contact me to discuss our advertisement design requirements

Contact Information

Company: _____
 Contact Person: _____
 Address: _____
 City: _____ Postal Code: _____
 Phone: _____ Fax: _____
 Email: _____

Display Ads



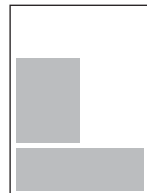
Full Page*
 8.25" w x 10.75" h
 Image Area
 7.75" w x 10.25" h



1/2 Page H
 7.75" w x 4.75" h



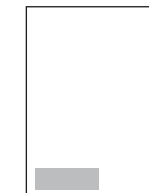
1/2 Page V
 3.75" w x 10.125 h



1/4 Page
block: 3.685" w x 4.75" h
banner: 7.75" w x 2.25" h



1/8 Page
block: 3.685" w x 2.25" h
banner: 7.75" w x 1" h



1/16 Page
 3.685" w x 1" h

*bleeds are allowed, at no additional costs, on full-page ads only. Full-page bleed size: provide artwork built to 8.75" x 11.25". Trim size is 8.25 x 10.75. Live matter should be no closer than .25" to trim size.

If Supplying Camera Ready Artwork

Print-ready PDF's are preferred. MACINTOSH FILES ONLY in CMYK format. QuarkXpress (6.5 is preferred) and InDesign (CS3) files are also accepted. All screen and printer fonts and support files must accompany ads. Advertisement files can be received electronically on either ZIP disk or CD. Please call RG Strategies for more information on specifications or for FTP upload instructions.

**Please FAX completed insertion order to
 RG STRATEGIES at 250.377.3580**