

Bluffs monitor

Display AD Rates 2018

**1/4 Page Ad
Horizontal
4 columns (6.75 inches)
x 6 inches high**

**1/8 Page Ad
vertical
2 columns
3.3 inches wide
6 inches high**

**1/8 Page Ad
Horizontal
3 columns
(5.07 inches wide)
x 4 inches high**

SAVE 33%

**OUR 6-4-4 SALE
*ACT NOW!***

**2017 rates in effect
until July 31, 2018**

**we have eliminated the
~~upcharge~~ for colour**

**1/16
Page Ad
vertical
1 column
1.5 inches wide
x 6 inches high**


***The Bosses*
Bus. Card
2 columns wide (3.3 inches)
x 2.5 inches high**

**Bus. Card
2 columns wide(3.3 inches)
x 2 inches high**


**1/8 Page Horizontal Stretch
6 columns (10.25" wide)
x 2 inches high**

**1/4 Page Ad
Vertical
3 columns
(5.07 inches wide)
x 7.75 inches high**

**1/2 Page Ad
Vertical
3 columns
(5.07 inches wide)
x 15.5 inches high**



**1/2 Page
Horizontal
6 columns
(10.25" wide)
x 7.75 inches high**



**Display ads are
available in any size
from 1.5" x 1"
to 11" x 17"**

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Everything else our Advertisers need to know.

Payment Deadline

Jan.	17
Feb.	14
Mar.	14
April	11
May	16
June.	13
July	18
August	15
September	12
October	17
November	14
December.	12

Art work should be sent as
cmyk, 300dpi .pdf file

Production*

Jan.	24
Feb.	21
Mar.	21
April	16
May	21
June.	18
July	23
August	23
September	17
October	22
November	19
December.	27

* Revisions and proofs not available
once production has started.

Delivery

Jan.	30
Feb.	27
Mar.	27
April	24
May	29
June	26
July	31
August	30
September	25
October	30
November	27
January (2019)	3

SAVE 33%

OUR 6-4-4 SALE

Available from January 1, 2018 to July 31, 2018

Get 6 Months of Advertising 4 the Price of 4
any size display ad - paid in total by deadline of 1st month

Also:

*Have a professional Graphic Designer create your ad artwork at
no charge. 1/8 page minimum size (20 sq. inches)*

Bluffs Monitor retains copyright

MECHANICAL REQUIREMENTS:

- 6 column width. Tabloid newsprint. 10-1/4" width total x 215 Agate lines height max. ■ **Height:** by half-inch increments **Width:** 1 column • 1.5" 2 cols. • 3-1/4" 3 cols. • 5" 4 cols. • 6-5/8" 5 cols. • 8-3/8" 6 cols. • 10-1/4"
- **Ads e-mailed to us must be in PDF format to ads@bluffsmonitor.com** Please ensure your type fonts are not corrupted. MS Word documents must be converted to .pdf before being submitted
- All Logos, logostyles, illustrations or photos – Electronic format accepted: QXP, PPL, PDF, EPS, TIFF, AI, PSD. Hard copies are not accepted Colour *originals/high resolution* must be supplied when the logo or photo is being reproduced in colour. There will be no revisions or proofs during our production cycle ie. 4 business days before delivery date.
- Quality of the printed reproduction and *copyright* of ads prepared by the advertiser is the sole responsibility of the advertisers. Any monies paid for the space of such ad will not be refunded if such quality is found wanting by the advertisers. Please submit in cmyk colour space and remove all spot colours.
- Proof of ad provided which must be signed back *legibly* by the person placing the ad and must be faxed or e-mailed back or hand delivered to the *Bluffs Monitor* office a minimum of 4 days prior to the issue date.

TERMS AND DISCOUNTS:

- **All Ads must be prepaid by Cash, Cheque or Credit Card** (payable to *Bluffs Monitor* and dated before deadline date).
- **10% Discount on Space Cost** of 2 columns (3-1/4" width) x 3" (height) size or larger ads **only** if run consecutively 4 or more times with **no size changes (must be PREPAID** in total or via post-dated cheques to each deadline date). **10% Discount** to be given at time of the **fourth/last issue** in the series. *Not in effect for our 644 sale*
- No cancellations accepted for the current issue after the advertising deadline date. Cancellations must be in writing.
- NSF: \$75.00 for any cheque returned by the bank nsf

PUBLISHER'S LIABILITY:

The publisher shall not be liable for slight changes or typographical errors that do not lessen the value of an advertisement. The publisher's liability for other errors or omissions in connection with an advertisement is strictly limited to publication of the advertisement in any subsequent issue or the refund of any monies paid for the advertisement. The publisher shall not be liable for unacceptable reproduction if the copy submitted by the advertisers does not correspond to our requirements as spelled out under "Mechanical Requirements" above, or for errors in the printed ad after the customer has proofread and o.k.'d the camera ready ad.

Liability for colour reproduction rests in the hands of an outside press, so it cannot be guaranteed by *Bluffs Monitor*. We reserve the right to refuse any and all ads.