

Your **FREE** Neighbourhood News from the Beach to the Rouge

**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

**1/16 Page Ad**  
2 column (3.3 inches wide)  
x 3 inches high

Save 25%  
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 columns wide  
(1.5 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**

**Full Page  
6 columns  
(10.25" wide)  
x 15.5 inches high**

**Ask about discounts for consecutive ad runs of 4 issues or more**



## Everything else our Advertisers need to know.

Edition	Artwork & Payment Deadline	Delivery
February	Jan. 22	Jan. 29
March	Feb. 19	Feb. 26
April	Mar. 19	Mar. 26
May	April 23	April 30
June	May 21	May 28
July	June 18	June 25
August	July 17	July 30
September	August 20	August 27
October	September 17	September 24
November	October 22	October 29
December	November 19	November 26
January 2020	December 21	January (2020) 2

## DISPLAY ADVERTISING 101

Advertising is sold by the square inch of space.

Artwork must be in cmyk colour space at 300dpi in PDF, EPS, PSD, AI, QXD or INDD format.

The reproduction quality and copyright of supplied artwork is the responsibility of the client.

Artwork submitted after our production deadline is the responsibility of the client

Revisions, proofs and graphic artist services are not available after our production deadline

Microsoft Word documents must be converted to pdf and the fonts embedded.

90% of pre-press issues originate from MS Word documents.

Bluffs monitor is happy to create ad artwork for any ad 20 sq. in. (1/8 of a page) or larger.

Artwork created by Bluffs Monitor remains the property of Bluffs Monitor.

Payment is due in full by the published deadline

### 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, INDD, 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 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, e-Transfer 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.
- 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.