



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

January 2020  
February  
March  
April  
May  
June  
July  
August  
September  
October  
November  
December  
January 2021

### Delivered to the Community

January 2nd  
January 28th  
February 25th  
March 31st  
April 28th  
May 26th  
June 30th  
July 28th  
August 25th  
September 29th  
October 27th  
November 24th  
December 29th

### Artwork & Payment Deadline

December 16th  
January 17th  
February 14th  
March 20th  
April 17th  
May 15th  
June 19th  
July 17th  
August 14th  
September 18th  
October 16th  
November 13th  
December 16th

## DISPLAY ADVERTISING 101

Clients using MS Word to create their artwork should submit artwork 7 days prior to published artwork deadline to ensure legibility of type both in print and online. 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 at [ads@bluffsmonitor.com](mailto:ads@bluffsmonitor.com)** Please ensure your type fonts are not corrupted. MS Word documents must be converted to .pdf
- 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 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.