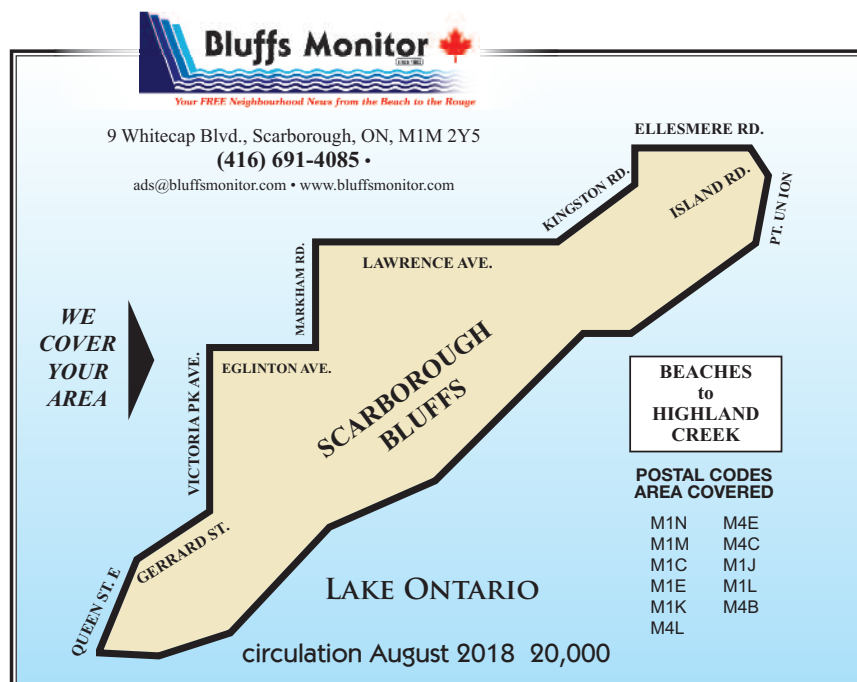


*Your FREE Neighbourhood News from the Beach to the Rouge*

## Bluffs Monitor Readers *Are Your Customers*

- Our readers live here; M1N / M4E / M1M / M4C / M1C / M1J / M1E / M1L / M1K / M4B / M4L
- We are highly visible to an area population of 190,000;
- We distribute (and re-distribute at least 3 times a month) to the *Beach, Birch Cliff, Danforth Village, Oakridge, Clair Lea, Scarborough Junction, Cliffside, Cliffcrest, Scarborough Village, Guildwood, West Hill, Highland Creek, Centennial, Port Union and West Rouge*
- Median age 40;
- Average household income \$81,400;
- Top ethnic origins: English, Canadian, Filipino, Irish, Scottish;
- Top occupations: Sales & Service, Business, Finance & Administration, Education, Law, Social & Government, Management.



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

**1/4 Page Ad  
Horizontal  
4 columns (6.75 inches)  
x 6 inches high  
40 sq. in.**

**1/8 Page Ad  
vertical  
2 columns  
3.3 inches wide  
6 inches high  
20 sq.in.**

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

**1/16 Page Ad  
2 column 3.3 inches wide  
x 3 inches high  
10 sq. in.**

**1/16  
Page Ad  
vertical  
1 column  
1.5 inches wide  
x 6 inches high  
10 sq. in**

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

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

**1 columns wide  
(1.5 inches)  
x 2 inches high  
3 sq. in**

**1/8 Page Horizontal Stretch  
6 columns (10.25" wide)  
x 2 inches high 20 sq. in** *Prices Quoted are for a Single Insertion.  
ASK ABOUT DISCOUNTS FOR RUNNING  
4 OR MORE CONSECUTIVE ADS!*

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

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

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

**Full Page  
6 columns  
(10.25" wide)  
x 15.5 inches high  
160.00 sq. in.**

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



## Everything else our Advertisers need to know.

Edition	Booking Deadline	Material Deadline	Delivered to the Community
January 2022	December 16th	December 16th	December 28th
February	January 14th	January 21nd	January 25th
March	February 11th	February 18th	February 22nd
April	March 18th	March 25th	March 29th
May	April 15th	April 22rd	April 26th
June	May 20th	May 27st	May 31th
July	June 17th	June 24th	June 28th
August	July -	July -	July -
September	August 19th	August 26th	August 30st
October	September 16th	September 23th	September 27th
November	October 14th	October 21nd	October 25th
December	November 18th	November 225th	November 29th
January 2021	December 16th	December 23rd	December 28th

### 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.* Clients using CANVA to create their artwork should contact [ads@bluffsmonitor.com](mailto:ads@bluffsmonitor.com) before hand for size and resolution requirements. Artwork submitted after our material deadline is the responsibility of the client. Revisions, proofs and graphic artist services are not available after our material 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 newspaper. 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 after 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