

# Bluffs monitor

since 1983

Your FREE Neighbourhood News from the Beach to the Rouge

## 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**

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

**Save 20%  
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**

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

### Everything else our Advertisers need to know.

#### Artwork & 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

#### Production

Jan.	24
Feb.	21
Mar.	21
April	18
May	23
June.	20
July	25
August	22
September	19
October	24
November	21
December.	27

#### Delivery

Jan.	30
Feb.	27
Mar.	27
April	24
May	29
June	26
July	31
August	28
September	25
October	30
November	27
January (2019)	3

## DISPLAY ADVERTISING 101

Advertising is sold by the square inch of space. See page 4 for all available ad sizes.

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 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.
- 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.

January 1, 2018

**BLUFFS MONITOR DISPLAY ADVERTISING RATES**

9 Whitecap Blvd., Scarorrough, ON., M1M 2Y5 \* 416-691-4085 \* www.bluffsmonitor.com

Send art / pdf to: ads@bluffsmonitor.com

DEPTH	1 COLUMN	2 COLUMNS	3 COLUMNS	4 COLUMNS	5 COLUMNS	6 COLUMNS
INCHES	1.5" or p	3.75 or 20p	5" or 30p	6 7/8 or 41p	8 5/8" or 52p	10.25 or 62p
1	20.00	40.00	60.00	80.00	100.00	120.00
1.5	30.00	60.00	90.00	120.00	150.00	180.00
2	40.00	<b>80.00</b>	120.00	160.00	200.00	240.00
2.5	50.00	100.00	150.00	200.00	250.00	300.00
3	60.00	120.00	180.00	240.00	300.00	360.00
3.5	70.00	140.00	210.00	280.00	350.00	420.00
4	80.00	160.00	<b>240.00</b>	320.00	400.00	480.00
4.5	90.00	180.00	270.00	360.00	450.00	540.00
5	100.00	200.00	300.00	400.00	500.00	600.00
5.5	110.00	220.00	330.00	440.00	550.00	660.00
6	120.00	240.00	360.00	480.00	600.00	720.00
6.5	130.00	260.00	390.00	520.00	650.00	780.00
7	140.00	280.00	420.00	560.00	700.00	840.00
7.5	150.00	300.00	<b>450.00</b>	600.00	750.00	<b>900.00</b>
8	160.00	320.00	480.00	640.00	800.00	960.00
8.5	170.00	340.00	510.00	680.00	850.00	1020.00
9	180.00	360.00	540.00	720.00	900.00	1080.00
9.5	190.00	380.00	570.00	760.00	950.00	1140.00
10	200.00	400.00	600.00	800.00	1000.00	1200.00
10.5	210.00	420.00	630.00	840.00	1050.00	1260.00
11	220.00	440.00	660.00	880.00	1100.00	1320.00
11.5	230.00	460.00	690.00	920.00	1150.00	1380.00
12	240.00	480.00	720.00	960.00	1200.00	1440.00
12.5	250.00	500.00	750.00	1000.00	1250.00	1500.00
13	260.00	520.00	780.00	1040.00	1300.00	1560.00
13.5	270.00	540.00	810.00	1080.00	1350.00	1620.00
14	280.00	560.00	840.00	1120.00	1400.00	1680.00
14.5	290.00	580.00	870.00	1160.00	1450.00	1740.00
15	300.00	600.00	900.00	1200.00	1500.00	<b>1800.00</b>

Quarter Page:	<b>450.00</b>	Half Page:	<b>900.00</b>
Eighth Page:	<b>240.00</b>	(3 cols x 4") Full Page:	<b>1800.00</b>

January 1, 2018

# COLOUR UPCHARGES

9 Whitecap Blvd., Scarorrough, ON., M1M 2Y5 \* 416-691-4085 \* www.bluffsmonitor.com

Send art / pdf to: ads@bluffsmonitor.com

**Space cost for colour only; must add to Black and White cost plus HST**

DEPTH	1 COLUMN	2 COLUMNS	3 COLUMNS	4 COLUMNS	5 COLUMNS	6 COLUMNS
INCHES	1.5" or 9p	3.25" or 20p	5" or 30p	6 5/8" or 41p	8 3/8" or 52p	10.25" or 62p
	1	2	3	4	5	6
1	4.90	9.80	14.70	19.60	24.50	29.40
1.5	7.35	14.70	22.05	29.40	36.75	44.10
2	9.80	<b>19.60</b>	29.40	39.20	49.00	58.80
2.5	12.25	24.50	36.75	49.00	61.25	73.50
3	14.70	29.40	44.10	58.80	73.50	88.20
3.5	17.15	34.30	51.45	68.60	85.75	102.90
4	19.60	39.20	<b>58.80</b>	78.40	98.00	117.60
4.5	22.05	44.10	65.15	88.20	110.25	132.30
5	24.50	49.00	73.50	98.00	122.50	147.00
5.5	26.95	53.90	80.85	107.80	134.75	161.70
6	29.40	58.80	88.20	117.60	147.00	176.40
6.5	31.85	63.70	95.55	127.40	159.25	191.10
7	34.30	68.60	102.90	137.20	171.50	205.80
7.5	36.75	73.50	<b>110.25</b>	147.00	183.75	<b>220.50</b>
8	39.20	78.40	117.60	156.80	196.00	235.20
8.5	41.65	83.30	124.95	166.60	208.25	249.90
9	44.10	88.20	132.30	176.40	220.50	264.60
9.5	46.55	93.10	139.65	186.20	232.75	279.30
10	49.00	98.00	147.00	196.00	245.00	294.00
10.5	51.45	102.90	154.35	205.80	257.25	308.70
11	53.90	107.80	161.70	215.60	269.50	323.40
11.5	56.35	112.70	169.05	225.40	281.75	338.10
12	58.80	117.60	176.40	235.20	294.00	352.80
12.5	61.25	122.50	183.75	245.00	306.25	367.50
13	63.70	127.40	191.10	254.80	318.50	382.20
13.5	66.15	132.30	198.45	264.60	330.75	396.90
14	68.60	137.20	205.80	274.40	343.00	411.60
14.5	71.05	142.10	213.15	284.20	355.25	426.30
15	73.50	147.00	220.50	294.00	367.50	<b>441.00</b>

1 inch = 14 agates @ 0.35

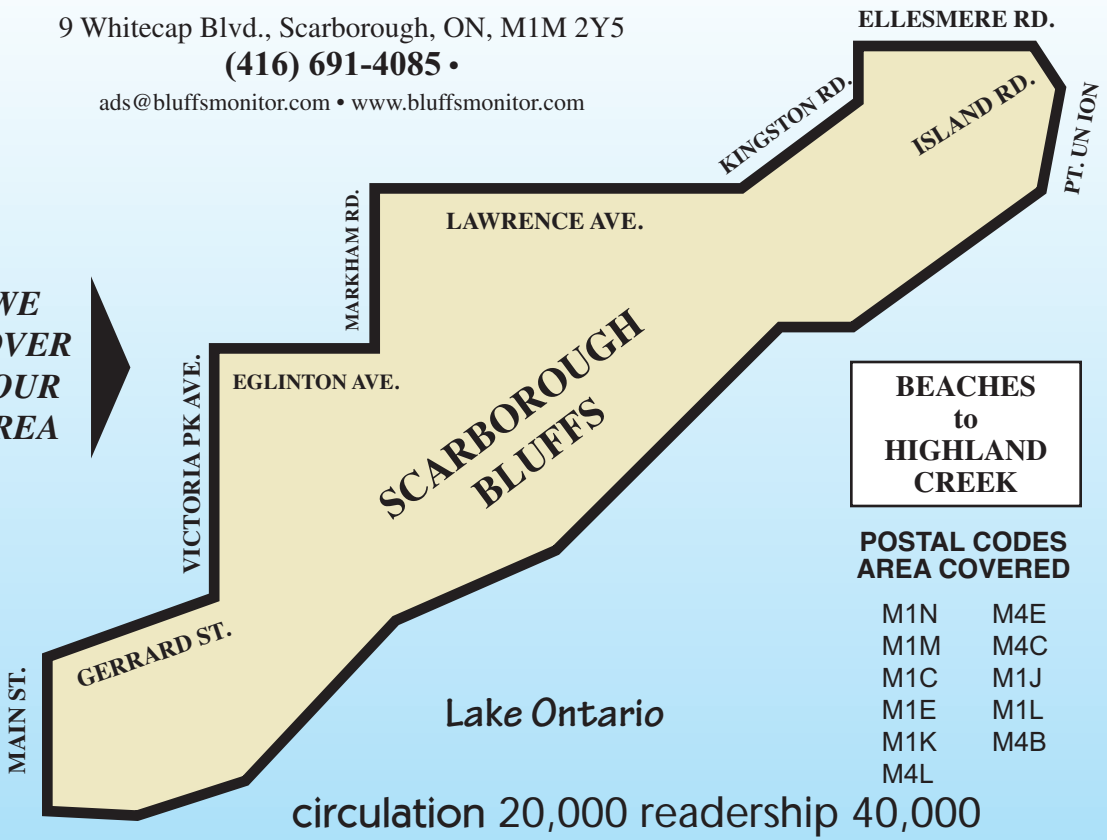
Quarter Page: **110.25** Half Page: **220.50**  
 Eighth Page: **58.80** (3 cols x 4") Full Page: **441.00**

**1 inch = 14 agates @ .35 cents**



9 Whitecap Blvd., Scarborough, ON, M1M 2Y5  
**(416) 691-4085 •**  
 ads@bluffsmonitor.com • www.bluffsmonitor.com

**WE  
COVER  
YOUR  
AREA** →



**BEACHES  
to  
HIGHLAND  
CREEK**

**POSTAL CODES  
AREA COVERED**

M1N	M4E
M1M	M4C
M1C	M1J
M1E	M1L
M1K	M4B
M4L	

circulation 20,000 readership 40,000