

Island Tides COLOUR DISPLAY

SAMPLE SIZES & COSTS

Call 250-629-3660 or Fax 250-629-3838
 Island Tides Publishing Ltd, Box 55, Pender Island, BC V0N 2M0
 email: islandtides@islandtides.com website: www.islandtides.com

COLOUR BUSINESS CARD

COLOUR for as little as \$51.20
 per week! (on a 4-month prepaid contract)

Single Insertion \$128.00+hst
 * 4 MONTHS PREPAID (20% discount, 8 insertions) \$819.20+hst
 COST PER '000 with 20% discount \$5.69

COLOUR for as little as \$72.00
 per week! (on a 4-month prepaid contract)

COLOUR: 2 COLUMNS x 3 INCHES

Single Insertion \$192.00+hst
 * 4 MONTHS PREPAID (25% discount, 8 insertions) \$1152.00+hst
 COST per 1,000 copies with 25% discount \$8.00

COLOUR 3 COLUMNS x 5 INCHES

Single Insertion \$480.00+hst
 * 4 MONTHS PREPAID (30% prepayment discount, 8 insertions) \$2688.00+hst
 COST PER 1,000 copies with 30% discount \$18.67

COLOUR QUARTER PAGE

Single Insertion \$672.00+hst
 PREPAID Single Insertion \$537.60+hst (includes 20% Discount)
 COST PER 1,000 copies with 20% discount: \$29.87

Your ad a different size?

Call us for a price

250-629-3660

Island Tides

<u>COPY DEADLINE</u>	<u>ISSUE DATE</u>
FEB 15, 2012	FEB 23, 2012
FEB 29, 2012	MAR 8, 2012
MAR 14, 2012	MAR 22, 2012
MAR 28, 2012	APRIL 5, 2012
APRIL 11, 2012	APRIL 19, 2012
APRIL 25, 2012	MAY 3, 2012
MAY 9, 2012	MAY 17, 2012
MAY 23, 2012	MAY 31, 2012
JUNE 6, 2012	JUNE 14, 2012
JUNE 20, 2012	JUNE 28, 2012
JULY 4, 2012	JULY 12, 2012
JULY 18, 2012	JULY 26, 2012
AUG 1, 2012	AUG 9, 2012
AUG 15, 2012	AUG 23, 2012
AUG 29, 2012	SEP 6, 2012
SEP 12, 2012	SEP 20, 2012
SEP 26, 2012	OCT 4, 2012
OCT 10, 2012	OCT 18, 2012
OCT 24, 2012	NOV 1, 2012
NOV 7, 2012	NOV 15, 2012
NOV 21, 2012	NOV 29, 2012
DEC 5, 2012	DEC 13, 2012

MECHANICAL REQUIREMENTS

Printed Cold Web: .6 Column, Tabloid Format
 Active page10-1/4" wide by 14-1/2" high
 Quarter page5" wide by 7" high
 Half page10-1/4" wide by 7" high
 Column Width: 1c=1-5/8", 2c=3-1/4", 3c=5"
 4c=6-3/4", 5c= 8-1/2", 6c=10-1/4"
 Column Depth.....14-1/2" (203 agate lines)
 Photo resolution300 d.p.i.
 Line art resolution800-1200 d.p.i.

COLOUR HALF PAGE

Single Insertion \$1344.00+hst
 PREPAID Single Insertion \$940.80+hst
 (includes 30% Discount)
 COST per 1,000 copies with 30% discount \$52.27

18,000 print copies, Canada Post household delivery, ferries, freeboxes on Vancouver Island, plus an additional 2,000 online readers each edition.
A website link direct to all continuous display advertisers' websites from www.islandtides.com's homepage is included in all prices.

Island Tides B&W DISPLAY

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OCT 10, 2012	OCT 18, 2012
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NOV 7, 2012	NOV 15, 2012
NOV 21, 2012	NOV 29, 2012
DEC 5, 2012	DEC 13, 2012

This size costs as little as
\$36.81 per week!*
 *on a 4-month prepaid contract

BUSINESS CARD

Single Insertion \$92.00+hst
 * 4 MONTHS PREPAID (20% discount, 8 insertions) \$588.88+hst
 COST PER 1,000 copies with 20% discount \$4.03

**Your ad a different size?
 Call us for a price
 250-629-3660**

This size costs as little as
\$51.75 per week!*
 *on a 4-month prepaid contract

2 COLUMNS x 3 INCHES

Single Insertion \$138.00+hst
 * 4 MONTHS PREPAID (25% discount, 8 insertions) \$828.00+hst
 COST per 1,000 copies with 25% discount \$5.75

3 COLUMNS x 5 INCHES

Single Insertion \$345.00+hst
 * 4 MONTHS PREPAID (30% prepayment discount, 8 insertions) \$1932.00+hst
 COST PER 1,000 copies with 30% discount \$13.42+hst

QUARTER PAGE

Single Insertion \$483+hst
 PREPAID Single Insertion \$386.40+hst (includes 20% Discount)
 COST PER 1,000 copies with 20% discount: \$21.47

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 Quarter page.....5" wide by 7" high
 Half page.....10-1/4" wide by 7" high
 Column Width: 1c=1-5/8", 2c=3-1/4", 3c=5"
 4c=6-3/4", 5c= 8-1/2", 6c=10-1/4"
 Column Depth.....14-1/2" (203 agate lines)
 Photo resolution300 d.p.i.
 Line art resolution800-1200 d.p.i.

HALF PAGE

Single Insertion \$966.00+hst
 PREPAID Single Insertion \$676.20+hst
 (includes 30% Discount)
 COST per 1,000 copies with 30% discount \$37.57

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