

Clarington

RECREATION & *Leisure* Guide

Advertising

27,500 guides distributed **4** times per year

Spring - March 14, 2012

Summer - June 13, 2012

Fall - August 15, 2012

Winter - November 28, 2012

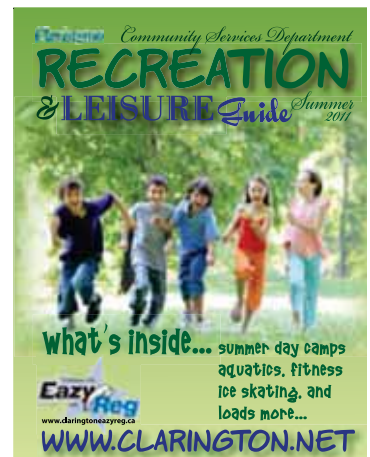
Contact Information

Sales: Jacqui Van Belleghem

Phone: 905-434-6741

Fax: 905-623-0584

Email: adsales@clarington.net



Submissions

Important Facts

- **27,500 copies distributed within Clarington**
- distributed to 25,000 homes through the Wednesday edition of Clarington This Week 4 times per year with an estimated increase of 200 new homes per year.
- available at all pools, libraries, leisure centres, Municipal Administrative Centre and Tourism Centre.
- published 4 times per year
- advertising sold in pairs: Spring/Summer and Fall/Winter
- provide individuals and families useful information (program descriptions, requirements and registration details) about the many activities available in this community
- attractive and easy to read, minimum 3 month shelf life
- increase consumer awareness of your product, service and/or location by advertising in the seasonally distributed Recreation & Leisure Guides.

Recreation & Leisure Guide online

In addition to your ad printed - 27,500 copies of the Recreation & Leisure Guide, it is also available online in a PDF version at www.clarington.net/onlinecommunityguide

Material Deadlines for Camera Ready Artwork

Spring: Monday, January 16, 2012

***Summer:** Monday, April 16, 2012

Fall: Tuesday, June 18, 2012

***Winter:** Monday, October 8, 2012

***If your advertisement requires date changes between editions, it is the ADVERTISERS RESPONSIBILITY to submit all new ads by the material deadline.**

Public Distribution Dates

Spring: Wednesday, March 14, 2012

Summer: Wednesday, June 13, 2012

Fall: Wednesday, August 15, 2012

Winter: Wednesday, November 28, 2012

Contact

Sales: Jacqui Van Belleghem

Phone: 905-434-6741

Fax: 905-623-0584

Email: adsales@clarington.net

Don't Have Camera Ready Artwork? WE CAN HELP!

The Communications & Tourism Team can design a new ad or re-design an existing ad for your business. There is a fee of \$75.00 which is be added to your advertising contract. Please provide us with your logos, images and text. Your ad will appear in the Recreation & Leisure Guide upon your final approval.

A digital copy of your ad will be provided upon request.

There is no charge for minor changes (e.g. dates, seasons) providing we have designed that original ad for you for a previous issue.

Formats

Preferred

Adobe PDF files are our preferred format type. PDF's must include:

- all fonts embedded
- minimum Acrobat 5 compatibility
- Adherence to the General Production Standards; (see below)

Secondary

Adobe InDesign CS4 or earlier version

Adobe Illustrator CS4 or earlier version - Included with these two formats must be:

- all the used fonts
- all the used images (preferred jpeg or eps) saved for a PC platform & scaled to the final size
- if these are not included and future editing/corrections are necessary, they will need to be done by the original creator
- Adherence to the General Production Standards; (see below)

Other - We cannot accept:

- Adobe Photoshop CS4 - Photoshop is not recommended for constructing ads, because it rasterizes (pixellates) the text. This may result in reduced quality.
- Microsoft Word - Microsoft Word files must be completely reworked into a usable production format
- Microsoft Publisher - we are unable to accept Publisher files for production

General Production Standards

Colour

1. All full-colour elements (eg. images, logos) must be in CMYK only, not RGB.
2. 4-Colour Process ads cannot contain Spot Colours.
3. Ensure that all black text and fine black elements (rules, charts, arrows, borders etc.) are pure black only and do not contain any Cyan, Magenta or Yellow.

Images

1. Must be a minimum of 300 dpi at the finished size.
2. Must be owned by advertiser and/or have photo releases for people.
3. Black and white images should be in Grayscale colourspace, not 4 colour process.

Fonts

1. Use only legitimate (system or purchased fonts)

Transparency

1. If you use Adobe products (which include InDesign drop shadows) use Transparency carefully, ensuring all text layers are above the transparent ones, and follow Adobe's other transparency guidelines.

Submission

Submission accepted on CD, by email or via ftp for larger files

FTP Information: <ftp://clarington.net>

username: claringtonads

password: adpass

Label with company name & guide edition and year

AD SIZES & FEES

Page Dimensions (inches)

Trim Size * (actual page size): 8 x 10.5

Bleed Size: (.5" bleed) 9 x 11.5

Ad Dimensions (inches)

	Width	Height	4 Colour	B&W
Inside cover with bleeds	8. x	10.5	\$1654.87	N/A
Back cover with bleeds	8. x	10.5	\$2194.69	N/A
Full page inside no bleeds	7. x	9.5	\$1146.02	\$915.93
1/2 page vertical	3.42 x	9.5	\$752.21	\$601.77
1/2 page horizontal	7. x	4.67	\$752.21	\$601.77
1/2 page Non-profit			\$561.83	\$451.33
1/4 page	3.42 x	4.67	\$619.47	\$500
1/4 page Non-profit	3.42 x	4.67	\$464.60	\$376.11
Business card horizontal	3.42 x	2.25	\$358.41	\$287.61
Business card vertical	2.25 x	3.42	\$358.41	\$287.61

All Advertisement Fees do not include applicable taxes.

Design Fee Required??

If you need changes to dates or seasons - N/C

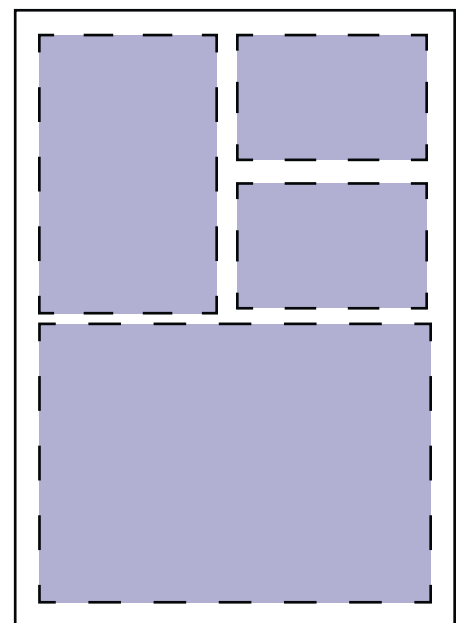
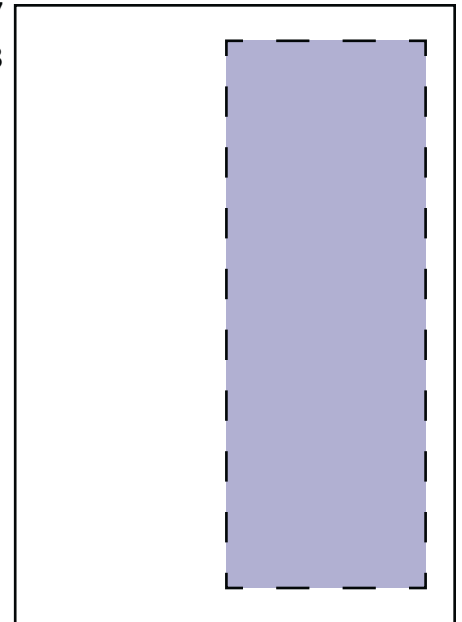
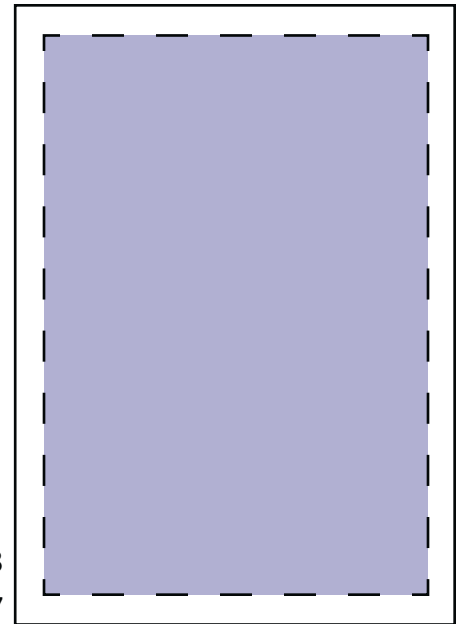
If you need changes to sizes, layout, images or the addition of more information then you will need to pay a design fee.

Design Fee: \$75. plus applicable taxes

IMPORTANT NOTE:

This opportunity provides advertising in two (2) publications. (eg. Spring/Summer or Fall/Winter). If your ad copy changes from one season to the next, it is MANDATORY that the material for BOTH adverts be submitted at the first submission date.

* Page margins are 0.4 inches. To prevent page elements from being too close to the page edge and/or at risk of being cut off, it is advised to keep any important text or artwork close to or within the page margins.



Recreation & Leisure Guide Advertising Contract

Business Name: _____

Contact: _____

Mailing Address: _____

City: _____ **Postal Code:** _____

Phone: _____ **Fax:** _____ **Email:** _____

Use Repeat Ad **YES** **NO**

Specify Edition _____

Page # _____

No proof Needed _____

signature

Submitting new ad **YES** **NO**

All advertising proofs will be emailed for approval unless otherwise specified or email is unavailable.

Publication

Spring/Summer Fall/Winter

Business Card size	colour	\$358.41	B&W	\$287.61	_____
1/4 page	colour	\$619.47	B&W	\$500.	_____
1/4 page non-profit	colour	\$464.60	B&W	\$376.11	_____
1/2 page	colour	\$752.21	B&W	\$601.77	_____
1/2 page non-profit	colour	\$561.83	B&W	\$451.33	_____
full page	colour	\$1146.02	B&W	\$915.93	_____
inside front cover	colour	\$1654.87	B&W	N/A	_____
inside back cover	colour	\$1654.87	B&W	N/A	_____
back cover	colour	\$2194.69	B&W	N/A	_____

Prices DO NOT include HST

Design / Redesign Fee (\$75.) _____

All adverts to be paid in full at time of signing contract.

Subtotal: _____

HST: _____

TOTAL: _____

Cheques are to be made payable to: Municipality of Clarington

Please circle one: **Mastercard** or **Visa**

Card Number: _____

Expiry Date: _____

Signature: _____

Client Signature: _____

Date: _____



Contact

Sales: Jacqui Van Belleghem

Phone: 905-434-6741 **Fax:** 905-623-0584

Email: adsales@clarington.net

Web: clarington.net/advertising

Jennifer Cooke, Manager

Communications & Tourism

905-623-3379 ext. 2214 jcooke@clarington.net