

DESTINATIONS & DISCOVERIES ADVERTISING GUIDE

First Choice and Most Requested Publication Since May 1997

Advertising Rates

ad size	cost per issue	pre-paid rate	pre-paid 8 issues
Thirty-Second	\$105.00	\$84.00	\$73.50 x 8 = \$588.00
Sixteenth	\$180.00	\$144.00	\$126.00 x 8 = \$1008.00
Eighth	\$290.00	\$232.00	\$203.00 x 8 = \$1624.00
Sixth	Special	Gather a Group & Save	
Quarter	\$440.00	\$352.00	\$330.00 x 8 = \$2640.00
Half	\$730.00	\$584.00	\$560.00 x 8 (call to reserve position)
Full	\$1275.00	\$1020.00	\$850.00 x 8 (call to reserve position)

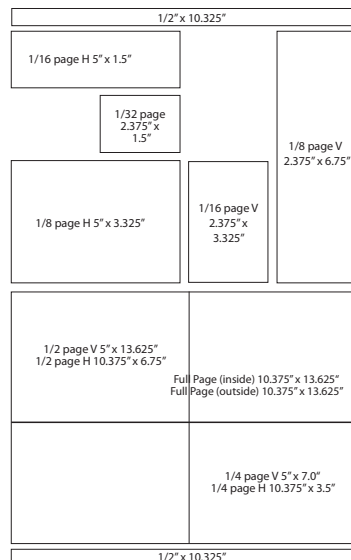


Event Listing Display Ad: 1.5" x 4.75" - \$95.00

Charitable Event Display Ad Listing - \$65.00

Map/Web Listing - Please Call

B&B/Camping & Trailer Parks Listing - Please Call



Advertisement Sizes

ad size	width	height
Thirty-Second	2.375"	1.5"
Sixteenth Vertical	2.375"	3.325"
Sixteenth Horizontal	5.0"	1.5"
Eighth Vertical	2.375"	6.75"
Eighth Horizontal	5.0"	3.325"
Sixth Vertical	special	call first
Quarter	5.0"	6.75"
Quarter Banner	10.375"	3.325"
Half Vertical	5.0"	13.625"
Half Horizontal	10.375"	6.75"
Full	10.375"	13.625"

Advertising Policies

Process colour included in ad rates. Taxes not included in prices. Payment required within 21 days of invoice. 2% per month on overdue accounts (unless pre-paid). Please contact our office to provide credit card account information. Contact our office with any questions you may have about rates and schedules.

Advertisement Sizes

Supply files on CD, or via e-mail (max. 8MB) to graphics@fletcherink.ca. FTP upload is available; email for instructions. Accepted formats include: QuarkXPress 7.3, Adobe InDesign CS, PDF 1xA, Adobe Illustrator CS & Photoshop CS. Files with NOT be accepted in WordPerfect, Excel, PageMaker, Publisher, PowerPoint, or QuickTime formats. Supply images as EPS, TIFF or highest quality JPEG & PDF (OPI turned off). JPEG's will be saved to EPS or TIFF format. CMYK and greyscale images require a resolution of at least 300 dpi at 100%; bitmap images, 800 dpi at 100%; total ink limit 300%. Resize and convert all images to CMYK before embedding. When possible, convert all fonts to outline; otherwise, please ensure that all necessary fonts are supplied. If unsure about file requirements, call **1-800-423-6045**.

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FOR ADVERTISING CALL:



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