

airdrieliflife rates and specs | deadlines

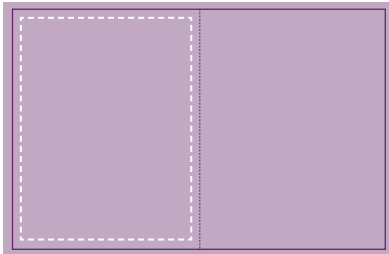
DEADLINES

ISSUE	BOOKING DEADLINE	AD DESIGN DEADLINE*	MATERIAL DEADLINE	STREET DATE
Spring	January 25	January 25	February 5	March 5
Summer	May 6	May 6	May 10	June 5
Fall	August 1	August 1	August 10	September 5
Winter	October 21	October 21	October 28	November 27

*Note Design date must be met if airdrieliflife is designing your ad for placement in the magazine.

A late rush fee may be charged if date not adhered to.

MATERIAL SPECIFICATIONS

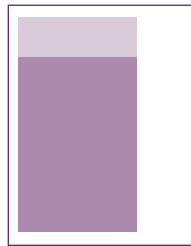


DOUBLE PAGE

17" x 11.25" (bleed)
15.5" x 9.75"
(no bleed)
16.5" x 10.75" (trim)

FULL PAGE

8.75" x 11.25" (bleed)
7.25" x 9.75"
(no bleed)
8.25" x 10.75" (trim)

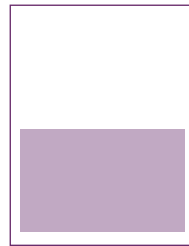


MINI 1/2 PAGE

4.75" x 7.25"

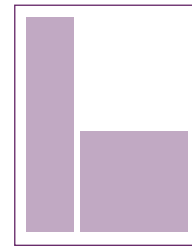
2/3 PAGE

4.75" x 9.75"



1/2 PAGE

(horizontal)
7.25" x 4.75"

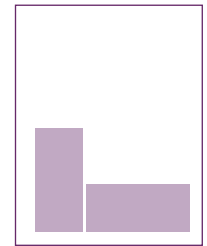


1/3 PAGE

2.25" x 9.75"

1/3 PAGE

(square)
4.75" x 4.75"



1/6 PAGE

(vertical)
2.25" x 4.75"
(horizontal)
4.75" x 2.25"

2019 ADVERTISING RATES

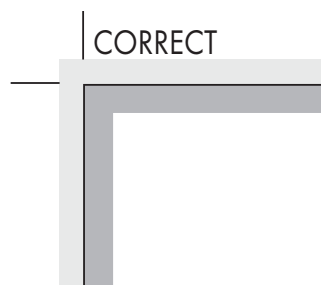
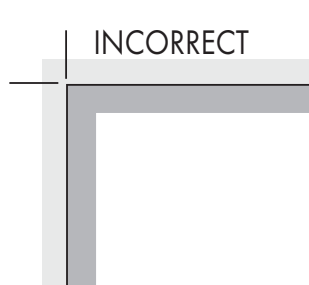
AD SIZE	1K	2K	3K	4K
Full Page	\$3400	\$3200	\$3000	\$2795
2/3 Page	\$3000	\$2800	\$2600	\$2295
Half Page	\$2250	\$2100	\$2000	\$1795
1/3 Page	\$1700	\$1600	\$1500	\$1295
1/6 Page	\$950	\$900	\$850	\$795

All registered charities and not for profits receive a 50% discount. GST EXTRA

Guaranteed Positions are limited and surcharged 10%. Multiple one issue ad insertion discounts available. Ask for details.

INSERTS STARTING AT 15 CENTS INCLUDES PRINTING. ASK FOR DETAILS.

Ad Design Available! Ask for a quote.



Designers please keep crop marks off the bleed. There may be a charge if not properly submitted (see diagram, if you require further instructions please contact us)

FILE REQUIREMENTS

MAGAZINE TRIM SIZE 8.25" wide x 10.75" tall

LIVE AREA & BLEED All type or graphics not intended to trim should be positioned .375" or more from trim. Artwork intended to bleed must be created with a minimum of .125" image area beyond trim area to guarantee consistent bleed.

IMAGE REQUIREMENTS Ads should be submitted in high res print quality pdf format. All images (including embedded files) provided should be final, color corrected, high resolution (300 dpi) CMYK files.

No Spot colors are accepted. All colours must be converted to CMYK. Maximum ink density 300% (Total % of C+M+Y+K). Minimum screen density 10%.

High resolution images should not be scaled up more than 115% to maintain image quality. All eps files must have text converted to outlines.

If files are prepared improperly and mechanical requirements are not met, airdrieliflife will NOT guarantee the reproduction of the ad.

Files 10 MB or less can be emailed direct to wendy@frogmediainc.ca

advertising contract | regulations

ISSUES BOOKED

Spring 20__ Summer 20__ Fall 20__ Winter 20__

2019 ADVERTISING RATES

Ad Size	1x	2x	3x	4x
Full <input type="checkbox"/>	\$3400	\$3200	\$3000	\$2795
2/3 <input type="checkbox"/>	\$3400	\$2800	\$2600	\$2295
Half <input type="checkbox"/> H, <input type="checkbox"/> Mini	\$2250	\$2100	\$2000	\$1795
1/3 <input type="checkbox"/> S, <input type="checkbox"/> V	\$1700	\$1600	\$1500	\$1295
1/6 <input type="checkbox"/> H, <input type="checkbox"/> V	\$950	\$900	\$850	\$795

Do you require airdriehelp to design your ad(s)?

Y N

NOTES:

ADVERTISER

Business Name: _____

Contact Name: _____

E-mail: _____

Phone: _____ Cell Phone: _____

Mailing Address: _____

ACCOUNTS PAYABLE CONTACT

Name: _____

Phone: _____ Fax: _____

E-mail: _____

Address (if different from above): _____

Signature

Date

SEND YOUR CONTRACT TO: Wendy Pratt 403.863.4785 wendy@frogmediainc.ca
airdriehelp is published quarterly by Frog Media Inc.
Suit 509 203-304 Main Street Square, Airdrie Alberta T4B 3C3

1. The rates, terms and conditions on this card apply to all advertising contracts or insertion orders received by the publisher. If no contract is received, the advertisers will be billed at a single insertion rate.
2. Publisher reserves the right to increase advertising rates or change in-home date for any issue upon 30 days notice in writing before the insertion order closing date of the issue. All contracts and insertion orders are subject to this reservation.
3. Printing of key numbers is not guaranteed.
4. Contest advertising rules must be submitted before the advertisement is run.
5. Publisher reserves option to insert above or below any copy the words "Advertising Feature."
6. Publisher is not liable for printed quality of advertising if submission does not follow digital guidelines.
7. Mail order copy subject to publisher's acceptability standards. Business should be transacted from a Canadian address.
8. If complete copy is not furnished according to mechanical and deadline requirements, publisher can charge for extra production work required. An estimate of such extra charges will be furnished upon request.
9. Advertisers and advertising agencies assume liability for all content (including text representation and illustrations) of advertisements printed and also responsibility for any claims arising therefrom against the publisher.
10. Publisher is not bound by any conditions printed on advertisers' or advertising agencies' contracts or insertion orders when such conflict with policies covered by this rate card.
11. All advertising copy is subject to the approval of the publisher.
12. The publisher shall be under no liability for failure for any cause, to publish any advertisement.
13. The publisher shall not be subject to any liability whatever for any failure to publish or circulate all or any part of any issue or issues because of strikes, work stoppages, accidents, fires, acts of God or any other circumstances not within the control of the publisher.
14. Inserts may be placed on partial page ads with no liability to the publisher.
15. Publisher cannot guarantee position of blow-in cards.
16. Publisher cannot guarantee specific geographic coverage for partial circulation inserts.
17. Publisher cannot guarantee positioning or carriage of insert if prior approval of insert is not solicited from publishing office.
18. Frog Media Inc will not accept cancellation of bookings after booking deadlines. Advertisers will be invoiced at the full value of the original contract and will be required to make a 50% deposit on subsequent bookings.
19. Any advertiser who fails to pay their invoice in full by a reasonable time may lose special position privileges and be required to pay for subsequent advertising in advance.
20. Advertisers who fail to pay their invoices will be sent to collections and reported to Equifax.
21. Advertisers who cancel their contract before it expires will be invoiced the pro-rated difference between their contracted # of issues and their actual # of issues. NO EXCEPTIONS.

airdriehelp