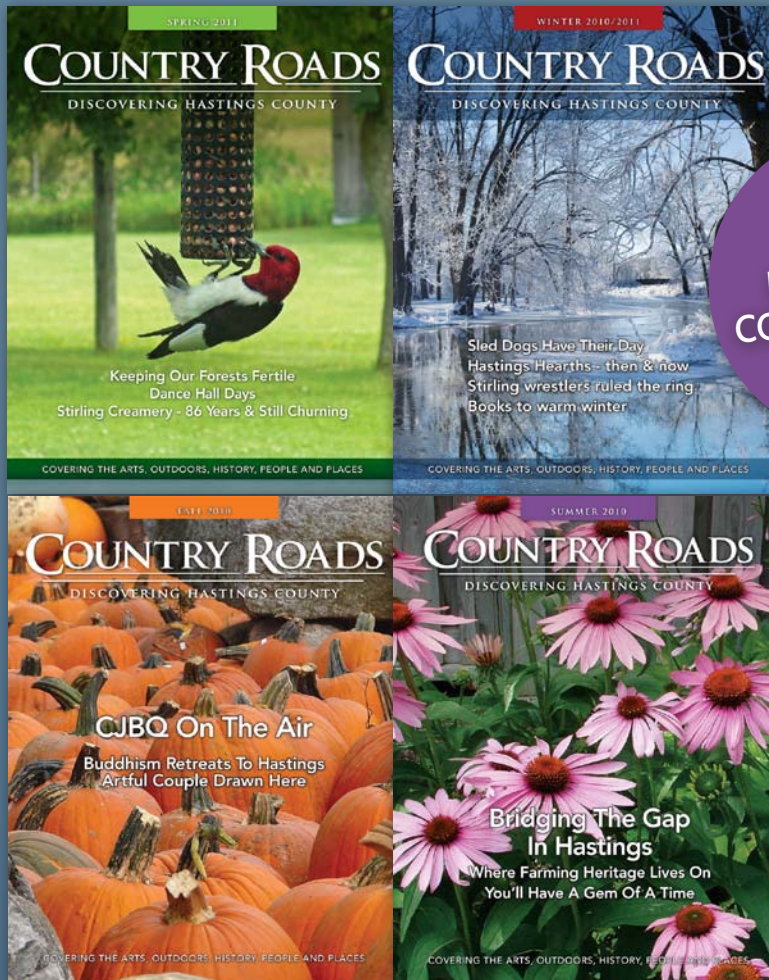


PRINT & ONLINE
ADVERTISING PLANNING GUIDE

COUNTRY ROADS

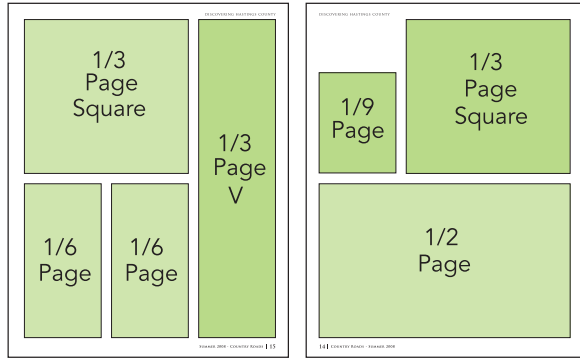
DISCOVERING HASTINGS COUNTY



PUT YOUR
MESSAGE
IN FRONT OF
COUNTRY ROADS
READERS

CONNECT WITH **15,000**
homes, businesses, and tourists, every season
through **Country Roads**

PRINT ADVERTISING SIZES



MECHANICAL REQUIREMENTS

AD SIZE	Width	Height
Full Page (no bleed)	9.375"	11.875
Full Page (with bleed)	11"	13.75"
- trim size	10.5"	13.25"
- live area	10"	12.75"
1/2 Page Horiz. (no bleed)	9.375"	5.75"
1/2 Page Vert. (no bleed)	4.5"	11.875"
1/3 Page Horizontal	9.375"	3.75"
1/3 Page Vertical	2.875"	11.875"
1/3 Page Square	6.125"	5.75"
1/6 Page Vertical	2.875"	5.75"
1/6 Page Horizontal	6.125"	2.875"
1/9 Page Marketplace	2.875"	3.75"

MARKETPLACE CLASSIFIED ADS

- 1 col. X 1" - \$75
- 1 col. x 2" - \$150
- 4 time rate:
- First 3 ads at regular rate, 4th ad free.

FILE FORMATS

- Please conform to precise ad sizes, RGB files will be converted to CMYK, colour accuracy is not guaranteed
- A colour copy of the ad should be submitted with a digital file for colour verification
- Files can be sent via email or placed on a CD
- Call for ftp transfer information
- File formats should be as follows:
 - Press ready pdf, acrobat 5.0, ensure all fonts are embedded
 - Illustrator 8.0 or 9.0 eps, ensure all fonts are outlined and all images embedded
 - Photoshop psd, jpg or eps, ensure photoshop files are 300 dpi, CMYK

DESIGN SERVICES

- Our design fees are as follows:
- New Ad - 1/9, 1/6, 1/3 page ads \$50.00
- 1/2 to Full page \$85.00
- Changes to approved ads -\$25.00
- Photograph or text changes -\$25.00

WEB ADVERTISING GUIDE



ONLINE RATES

months	3	6	9	12
UPPER SQUARE				
300 pixels x 250 pixels				
\$	180	300	385	420
LOWER SQUARE				
300 pixels x 250 pixels				
\$	175	285	360	390
UPPER /LOWER REC TANGLES				
300 pixels x 125 pixels				
\$	120	210	270	300
FOOTER				
728 pixels x 90 pixels				
\$	90	115	225	270

AD SPECS

Recommended maximum download file size: 30k
 Formats: .gif, .jpg
 Submit artwork to: nancy@countryroadshastings.ca

TERMS: Payment is due upon order
 Ad design services available: \$50/hour

ADVERTISING SALES CONTACTS

JENNIFER RICHARDSON
 jennifer@countryroadshastings.ca
 cell: 613 922.2135 • fax: 613 395.0903

NANCY HOPKINS
 nancy@countryroadshastings.ca
 tel 613.395.0499 • fax 613.395.0903