

AD DEADLINES

Issue	Ad Deadline	Mail-Out Date (week of)	
<input type="checkbox"/> 26.1 JAN/FEB	January 3	January 20	HALIFAX INTERNATIONAL BOAT SHOW
<input type="checkbox"/> 26.2 MAR/APR	February 25	March 21	MONCTON BOAT SHOW
<input type="checkbox"/> 26.3 MAY/JUNE	April 8	May 2	SPRING LAUNCH/PUMP OUT MAP
<input type="checkbox"/> 26.4 JUL/AUG	June 6	June 27	SUMMER EVENTS
<input type="checkbox"/> 26.5 SEP/OCT	August 5	August 29	END OF SEASON HAULOUT
<input type="checkbox"/> 26.6 NOV/DEC	October 14	November 14	BOATERS' GIFT GUIDE

AD RATES PER INSERTION*

	x1	x3	x5	x6
<input type="checkbox"/> FULL PAGE	\$1,685	\$1,518	\$1,383	\$1,260
<input type="checkbox"/> 1/2	\$1,033	\$925	\$850	\$775
<input type="checkbox"/> 1/3	\$850	\$765	\$700	\$630
<input type="checkbox"/> 1/4	\$645	\$581	\$528	\$490
<input type="checkbox"/> 1/6	\$463	\$414	\$382	\$350
<input type="checkbox"/> BUS.CARD	\$296	\$263	\$248	\$232



*Agency discounts are not applicable.

COVERS - FULL COLOUR & EXTRA COLOURS

<input type="checkbox"/> INSIDE FRONT COVER	\$3,045	<input type="checkbox"/> 4-COLOUR PROCESS	\$572
<input type="checkbox"/> INSIDE BACK COVER	\$3,045		
<input type="checkbox"/> OUTSIDE BACK COVER	\$3,203		

ARTWORK SPECS

TYPE SAFETY: 7.25" X 9.75"

TRIM SIZE: 8.375" X 10.875"

BLEED SIZE: 9" X 11.5"

DIGITAL FILE SPECS CAN BE FOUND AT:

www.atlanticboatingnews.com and click on "Advertise"

A minimum charge of \$95.00 will apply if artwork is not camera ready.

DISTRIBUTION

7,000 copies distributed to subscribers, yacht clubs and marine outlets, in addition to newsstands throughout Atlantic Canada, with increased print runs for boatshows and special events.

ADVERTISER INFORMATION

COMPANY NAME:

CONTACT PERSON:

ADDRESS:

CITY:

PROVINCE:

POSTAL CODE:

PHONE:

FAX:

EMAIL:

PRICING SUMMARY

AD SPACE:

COLOURS:

SUBTOTAL:

15% HST:

TOTAL:

PAYMENT METHOD:

CUSTOMER NAME:

SIGNATURE:

DATE:

JASON SHAW, ACCOUNT EXECUTIVE

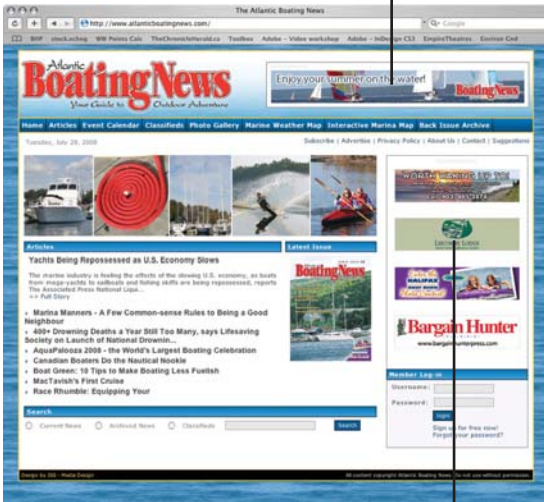
Advocate Media Inc.
162 Trider Crescent,
Dartmouth, NS B3B 1R6

PHONE: (902) 422-4990 ext. 237
FAX: (902) 422-4728
EMAIL: jason@advocatemediainc.com

PLEASE FILL OUT AND FAX BACK TO (902) 422-4728
TO BOOK YOUR ADVERTISING SPACE.

<input type="checkbox"/> Full Page	<input type="checkbox"/> 1/2	<input type="checkbox"/> 1/2	<input type="checkbox"/> 1/3	<input type="checkbox"/> 1/4	<input type="checkbox"/> 1/4	<input type="checkbox"/> 1/6	<input type="checkbox"/> 1/6	<input type="checkbox"/> 1/8
<input type="checkbox"/> 7.25"x9.875" (9"x11.5" w/bleed)	<input type="checkbox"/> 3.5"x9.75"	<input type="checkbox"/> 7.25"x4.75"	<input type="checkbox"/> 4.75"x4.75"	<input type="checkbox"/> 7.25"x2.25"	<input type="checkbox"/> 3.5"x4.75"	<input type="checkbox"/> 2.25"x4.75"	<input type="checkbox"/> 4.75"x2.25"	<input type="checkbox"/> 3.5"x2"

Top Banner



Side Banner

ATLANTIC BOATING NEWS ONLINE

Totally redesigned and with lots of great features, www.atlanticboatingnews.com is fast becoming the preferred source for information on the boating scene in Atlantic Canada. Features include Boating Events, a Marine Weather Map, an interactive Marina Map, Photo Gallery, Classifieds, as well as back issues of *Atlantic Boating News*.

With two rotating banner sizes to choose from, Atlantic Boating News Online offers high-profile space on the site's most prominent pages, providing a solid platform for your company's advertising message.

BANNER ADS AVAILABLE IN TWO FORMATS:

Side Banner:
Horizontal, 230 x 60 pixels
72 dpi, GIF or JPEG

Top Banner:
Horizontal 468 x 60 pixels
72 dpi, GIF or JPEG

3 months - \$300
6 months - \$400
9 months - \$600
12 months - \$700

3 months - \$400
6 months - \$500
9 months - \$700
12 months - \$800



BOATING CALENDAR

The 2012 *Atlantic Boating News Calendar* is the perfect format for advertising your products and services for a whole year. This over-sized 26.5 x 38.75-inch wall calendar shows 12 months at-a-glance, highlighting key boating events throughout the year, framed by business card-sized ads. That's 12 months of your ad hanging on someone's wall!

Advertisers are limited to three **3.5 x 2" business card-sized ads**. Stack one, two or three ads, or choose up to three different positions on the calendar.

The calendar is distributed to businesses, yacht clubs and marinas throughout the region, and at the Halifax and Moncton boat shows. Advertisers receive 10 complimentary copies per ad.

\$255 per Business Card Ad, includes 10 free calendars

Ad Deadline: November 15, for December delivery

3.5" x 4.25"

3.5" x 2"

WE ACCEPT DIGITAL FILES IN THE FOLLOWING NATIVE FORMATS:

Adobe Photoshop CS2
Adobe Illustrator CS2
Adobe Indesign CS2

EXPORTED FILE FORMATS:

EPS Fonts must be converted to outlines.
TIFF and JPEG Must be 300dpi, CMYK images.
PDF 300dpi, fonts must be converted to outlines.

*All submissions must include fonts and embedded images.
A paper or PDF proof should accompany all submissions.
Advocate Media Inc. will not be responsible for the quality of any film or digital file supplied without a colour proof or match print.*

SENDING FILES

VIA COURIER OR MAIL
Atlantic Boating News
162 Trider Crescent
Dartmouth, NS B3B 1R6

VIA FTP
HOST: 24.222.18.35
USERNAME: advgraph
PASSWORD: YuJd1NWb (case sensitive)

VIA EMAIL
Maximum file size: 5 MB
kimw@advocatemediainc.com

File format, FTP or Email questions, contact:
Kimberly Wills, Production/Creative
(902) 422-4990 ext. 232
kimw@advocatemediainc.com

ADVERTISING SALES CONTACT

JASON SHAW, ACCOUNT EXECUTIVE
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