

580 Bruin Blvd. Woodstock, ON N4V1E5
1-866-801-7368 519-539-9800 (ext 3355) Fax 519-537-2718 -
www.tourismoxford.ca tourism@county.oxford.on.ca

Oxford Activities Guide - Display Advertising

The electronic files must be Mac compatible in QuarkXPress or CMYK, press optimized PDF files, and a colour proof of your ad is required.

Material can be supplied by email (limited 2MB), FTP (call for information), or on CD. Ads within the publication do not bleed; however, cover ads may bleed (IFC, IBC).

It is your responsibility to provide professionally-designed, electronically-developed production files. We can recommend a designer if required.

SEND AD MATERIAL TO:

Jeremy Lambert - jlambert@commercialprintcraft.com

DISPLAY ADVERTISING DEADLINES:

Reserve your space ASAP, or at the latest by January 15, 2014
Artwork Deadline must arrive by Feb 1, 2014

INFORMATION ON SUPPLYING ARTWORK

- Quark Xpress 4.1, Adobe Illustrator 9.0 and Photoshop 7.0
- All files must be supplied electronically on CD or ZIP disk and sent to Commercial Print-Craft Ltd. as follows: 1193 Dundas St. E., Woodstock, ON N4S 7V9
- Email to: jlambert@commercialprintcraft.com
- All ads will be placed in Quark Xpress, Mac format. Artwork can be submitted in any of the above programs and / or as TIF, EPS or PDF (high resolution PDF only please). No other formats will be accepted. Images should be high resolution (300 dpi) and CMYK colour (not RGB).
- A reminder: Mac and PC fonts are not compatible. PC fonts will be substituted with Mac fonts in all Quark Xpress, PC format files.
- Corel Draw files must be saved as an AI file, with text saved as curves.
- Please ensure that ad is built to the correct size and that all support graphics, photos and fonts (as needed) are supplied along with your file.

Woodstock ◦ Tillsonburg ◦ Ingersoll ◦ Bright ◦ Embro ◦ Tavistock ◦ Uniondale
Sweaburg ◦ Beachville ◦ Plattsville ◦ Otterville ◦ Norwich ◦ Burgessville ◦ Princeton
Drumbo ◦ Thamesford ◦ Mount Elgin ◦ Lakeside ◦ Harrington

AD SIZES AND PRICES: Name: _____

Size	Member's Price	Non - Member's Price	Measurement
¼ page	\$300.00	\$390.00	2 3/8" X 3 ¾" (2.375 X 3.75)
½ page Vertical	\$500.00	\$650.00	2 3/8" X 7 11/16" (2.375 X 7.6875)
½ Page Horizontal	\$500.00	\$650.00	5" X 3 ¾" (5 X 3.75)
Full Page	\$1000.00	\$1300.00	5" X 7 11/16" (5 X 7.6875)
Full Bleed Inside Cover	\$1500.00	\$1950.00	Trim Size: 5 3/8" X 8 3/8" with 1/8" bleed
Full Bleed Back Cover	\$2000.00	\$2500.00	Trim Size: 5 3/8" X 8 3/8" with 1/8" bleed

DISPLAY ADVERTISING RESERVATION FORM:

Choose Ad Size:	
<u>¼ page</u> <input type="checkbox"/>	Do you want to use last year's advertising artwork? <input type="checkbox"/> Yes <input type="checkbox"/> No
<u>½ page Vertical</u> <input type="checkbox"/>	
<u>½ page Horizontal</u> <input type="checkbox"/>	I will supply new artwork. <input type="checkbox"/>
<u>Full Page</u> <input type="checkbox"/>	
<u>Full Bleed Inside Cover</u> <input type="checkbox"/>	
<u>Full Bleed Back Cover</u> <input type="checkbox"/>	
	Subtotal: \$ _____
	Plus 13 % HST: \$ _____
	TOTAL FEES: \$ _____
<p>***Please make cheques payable to Tourism Oxford*** Mail to: 580 Bruin Blvd., Woodstock, ON N4V 1E5</p>	

Terms and Conditions:

1. Advertising material subject to publisher's approval.
2. The subject matter, from, illustration & typography of the advertisement are subject to approval of Tourism Oxford.
3. If deadlines are not met, we reserve the right to cancel this contract.
4. Guidelines for supplying advertising art work must be followed.

Payment Enclosed:

Please Invoice:

Signature: _____

Date: _____

Your signature indicates your acceptance of the terms & conditions of this advertising contract.