

# Alpaca Ontario

## Newsletter Advertising Specifications for Display Advertisers

### **BACK COVER:** (1 Available)

Trim Size: 8.5" wide x 11" high

Bleed Size: 8.75" wide x 11.25" high

### **½ PAGE DIMENSION:** (4 Available)

3.5" wide x 9.5" high or

7.5" wide x 4.5" high

### **¼ PAGE DIMENSION:** (4 Available)

3.5" wide x 4.5" high

### **BUSINESS CARD:** (40 Available)

3.5" wide x 2" high

### **FARM STORE LISTING:** (Members Only)

3.5" wide x 1" high

Display advertising MUST conform to one of the formats as specified above. Ad space dimensions are provided in inches (width x depth) and are NOT interchangeable.

### **FILE FORMATS**

Ads MUST be submitted in one of the following 3 formats only:

1. PDF - CMYK @ 300ppi
2. TIF - CMYK (no compression) @ 300ppi
3. JPG - CMYK (maximum quality) @ 300ppi

### **WHAT TO SEND**

All ads submitted for publication should be in digital format at a resolution of no less than 300 ppi at actual physical size.

E-mail ad files to [dawncam@xplornet.ca](mailto:dawncam@xplornet.ca).

If necessary, CD's or DVD's can be couriered to the following address:

Alpaca Ontario  
290 County Road 35, RR#2  
Hastings, Ontario  
K0L 1Y0

### **PLACEMENT OF ADVERTISING**

With the exception of premium spaces, all advertising placement is at the discretion of the publisher.

**Deadline for adcopy submission: July 30<sup>th</sup> 2010**

### **Newsletter Advertising Rates:**

Back Cover	.....	\$ 500.00
Half Page	.....	\$ 150.00
Quarter Page	.....	\$ 80.00
Business Card	.....	\$ 40.00
Farm Store Listing	.....	\$ 15.00

### **Distribution:**

1000 copies printed and distributed to Alpaca Ontario members and any person showing interest in alpaca farming.