

Muskoka Lakes Association

2021 Yearbook

Advertising Options



Separate Insert

Provide your own brochure or message to be mailed with the yearbook and receive placement of 1/6 page colour ad in the editorial section of the Yearbook at no additional cost.

Up to 20 grams:	\$1,870
21 to 60 grams:	\$2,100
61 to 120 grams:	\$2,200
121 to 200 grams:	\$2,625
200 + grams	Custom pricing based on actual weight

<u>Yearbook Ad</u>	<u>Dimensions</u>	<u>Black/White</u>	<u>Colour</u>
Full page	8 1/2 x 11"	\$1,125	\$1,685
2/3 page	4 7/8 x 9 3/4"	\$ 965	\$1,450
1/2 page	4 7/8 x 7 1/2"	\$ 765	\$1,155
1/3 page	2 3/8 x 9 3/4"	\$ 470	\$ 790
1/3 page	4 7/8 x 4 3/4"	\$ 470	\$ 790
1/6 page	2 3/8 x 4 3/4"	\$ 275	\$ 515
1/6 page	4 7/8 x 2 3/8"	\$ 275	\$ 515
Covers:			
Outside Back:	8 1/2 x 11"		\$5,100
Inside Back:	8 1/2 x 11"		\$3,825
Inside Front:	8 1/2 x 11"		\$4,460

When you place an ad in the Muskoka Lakes Association Yearbook, you receive a listing in the Directory in the category of your choosing so that our members can locate you in the book. You can also include your phone number in the Directory to allow quick reference to your business. **Rate:** \$25.00

<p>Supplies File Specifications</p> <ul style="list-style-type: none"> • All Adobe Creative Suite Software products; include all links and fonts. • TIFF Files (Raster Files): 300 dpi@100% full print size • EPS Files with fonts converted to curves and images embedded • CMYK colour format – NOT RGB • Full Bleed Ads require 0.125" bleed on all four sides. • Word Doc., Publisher Files, Power Point and similar files or PDF's generated from these software will not be accepted. 	<p>Proofing</p> <ul style="list-style-type: none"> • Aben Graphics will proof direct to the client all ads <p>Additional Charges</p> <ul style="list-style-type: none"> • Additional charges may apply if an advertiser makes a request for work which falls out of the norm in regards to ad preparation, renderings, detailed maps, extensive colour correction or other labour intensive manipulations/alterations. • Alterations to "approved" ad files. • Excessive back and forth proofing.
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Digital file submissions for press ready files are to be emailed to artwork@abengraphics.com

Files over 10mbs should be sent to the printer's FTP site or burned to disk. Please contact us for site address.

Muskoka Lakes Association

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Insertion Order



Phone, or email order to:

Muskoka Lakes Association, Box 298, Port Carling, ON P0B 1J0

Tel: 705-765-5723; Email: admin@mla.on.ca

Ad material must be received no later than Friday March 26, 2021.

Company: _____

Name: _____

Address: _____

E-mail: _____ Pick up previous ad _____

Tel: _____ No changes _____

Fax: _____ Changes to text/graphic _____

Directory Listing Category: _____

Include my phone number with my business category in the Services & Trade Directory, **Rate \$25** ____

Reserve space as checked below (material to follow) _____

Ad Display:	Width x Height	\$ Black & White	\$ Colour
___ Full page	8 1/2 x 11"	___ \$1,125	___ \$1,685
___ 2/3 page	4 7/8 x 9 3/4"	___ \$ 965	___ \$1,450
___ 1/2 page	4 7/8 x 7 1/2"	___ \$ 765	___ \$1,155
___ 1/2 page	7 1/2 x 4 7/8"	___ \$ 765	___ \$1,155
___ 1/3 page	2 3/8 x 9 3/4"	___ \$ 470	___ \$ 790
___ 1/3 page	4 7/8 x 4 3/4"	___ \$ 470	___ \$ 790
___ 1/6 page	2 3/8 x 4 3/4"	___ \$ 275	___ \$ 515
___ 1/6 page	4 7/8 x 2 3/8"	___ \$ 275	___ \$ 515
___ Outside Back Cover	8 1/2 x 11"		___ \$5,100
___ Inside Back Cover	8 1/2 x 11"		___ \$3,825
___ Inside Front Cover	8 1/2 x 11"		___ \$4,460
___ Separate Insert combined with a 1/6 page colour ad:		Up to 20 grams:	___ \$1,870
		20 to 60 grams:	___ \$2,100
		61 to 120 grams:	___ \$2,200
		121 to 200 grams:	___ \$2,625

___ **200 + grams: Custom pricing based on actual weight**

*All prices subject to 13% HST

Invoices will be sent out by May 14th, 2021. Payment Due Date will be June 14th, 2021

Signature: _____ **Date:** _____