



2019 Traveller's Guide

Advertising Rates and Booking Form



Book by
September 7, 2018

Deliver Ad by
September 14, 2018

Pay by
September 14, 2018

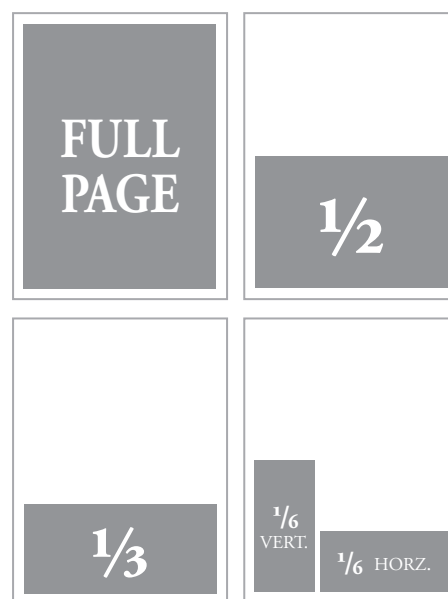
Contact Allison Daley at Target Marketing Tel: (709) 739-8400 Fax: (709) 739-4449

Ad specifications and rates

Unit	Dimensions (Width x Depth)
Covers	5.250" X 8.875" (1/4" Type Safety; add 1/8" Bleed)
Full Page (Interior, No Bleed)	4.625" X 8.375"
Half Page.....	4.625" X 4.125"
Third Page.....	4.625" X 2.70"
Sixth Page Vertical.....	1.5" X 4.125"
Sixth Page Horizontal.....	3.0" X 2.0"

Rates

Outside Back Cover	\$ 6,448.00
Inside Front / Back Cover.....	\$ 6,141.00
Full Page	\$ 5,987.00
Half Page.....	\$ 3,352.00
Third Page.....	\$ 2,035.00
Sixth Page (Full Colour).....	\$ 1,017.00
Sixth Page (B/W & Second Colour)	\$ 712.00
Sixth Page (Black & White)	\$ 507.00



Material requirements

Ads will be accepted in the following formats:

- Press-ready PDFs (preferred).
- CMYK TIFF files (actual size, 300 dpi), but reproduction quality of type may be compromised.
- Macintosh InDesign files (include all links & fonts).

Please note:

- Any bitmap images used in creating the ad should be @ 300 dpi or greater.
- Artwork to be emailed to adaley@targetmarketing.ca.
- For files larger than 15MB, please use a linking service such as WeTransfer or Dropbox.

New ad design and production:

New ad design and production will be quoted on a per project basis. Please contact Allison Daley for a quote and to discuss what you need to supply for Target Marketing to produce your ad.



2019 Traveller's Guide

Request for Advertising Placement



1 Booking, Material, and Payment Deadline

Booking deadline:
September 7, 2018
 Space is subject to availability and is sold on a 'first come, first served' basis.

Material deadline:
September 14, 2018
 Advertisers who supply incorrect material will be charged to bring their material to correct specifications.

Payment deadline:
September 14, 2018
 Payment in full for advertising space must accompany your ad. *Material received without payment will not be accepted.*

2 Advertiser

Company/Organization: _____

Address: _____

Postal/Zip Code: _____

Credit Card information:

Contact: _____

Visa/MC #: _____

Phone: _____

Expiry Date (Month/Year): _____

Fax: _____

Name on Card: _____

Email: _____

Agency (if applicable): _____

Agency Phone: _____

Agency Contact: _____

Agency Email: _____

3 Advertising Requested

Size

Full Page.....	\$ 5,987.00
1/2 Page.....	\$ 3,352.00
1/3 Page.....	\$ 2,035.00
1/6 Full Colour	\$ 1,017.00
1/6 B/W & One Colour.....	\$ 712.00
1/6 Black & White.....	\$ 507.00

1/6 page options

Vertical Horizontal

Preferred section of guide

Avalon Eastern
 Central Western
 Labrador Things to Know

Final ad to be supplied

Email/Link
 Pick-up artwork from 2018
 Target Marketing to produce ad
Call Allison at 739-8400 for a quote and to discuss what you need to supply.

4 Payment

For **Credit Card** (Visa or MasterCard only), include your credit card information when completing this form and send via email to adaley@targetmarketing.ca, or print and fax to 739-4449. Make **Cheques** payable to Target Marketing & Communications Inc.

Payment calculation:

Ad 1	\$ _____
Ad 2*	\$ _____
+ HST (15%)	\$ _____
Total Payment Due	\$ _____

For questions or inquiries contact:

Allison Daley
 Target Marketing
 Tel: (709) 739-8400
 Fax: (709) 739-4449
 Email: adaley@targetmarketing.ca

**If applicable.*

90 Water St., St. John's, NL A1C 1A4

Ad Development Best Practices

When developing an ad for the Traveller's Guide, there are a few best practices to keep in mind: Always consider the size of the ad when placing information – a good rule of thumb is, the smaller the ad, the shorter the copy. The aim of any ad is to stand out, and it all starts with a good headline. The key to a good headline is to keep it short and easy to read. The goal is to entice people to stay at, or visit your operation.

One way to achieve this is to focus your copy on one key message for your audience. It is also important that you avoid clutter – too many words, images, and competing fonts can confuse your audience and work against your goal in the long run. Finally, tell your audience what you would like them to do next – you could use phrases like: call for more information, visit our website for more details, or register online.

Headline would go here and here.

In ornare facilisis est ut pharetra. Sed velit nunc, elementum vel suscipit sed, luctus vel est. Morbi pelle tesque tempor.

- Lit sit amet dapibus.
- Sed ante quam, venenatis sed libero gravida.
- Cursus hendrerit nunc.
- Roin eget quam risus.




The Lighthouse, Captain's Cove, NL
709-555-0124 • info@website.ca
www.website.ca

Full Page Ad

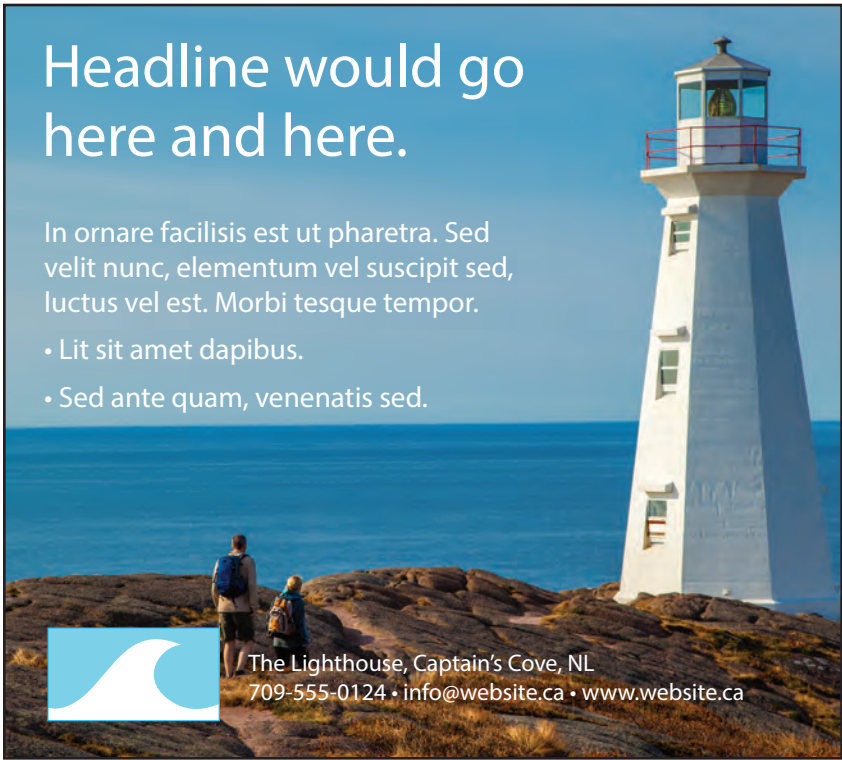
Headline would go here and here.

In ornare facilisis est ut pharetra. Sed velit nunc, elementum luctus vel est.



The Lighthouse
Captain's Cove, NL
709-555-0124
info@website.ca
www.website.ca


Sixth Page Ad
(Vertical)



Headline would go here and here.

In ornare facilisis est ut pharetra. Sed velit nunc, elementum vel suscipit sed, luctus vel est. Morbi tesque tempor.

- Lit sit amet dapibus.
- Sed ante quam, venenatis sed.



The Lighthouse, Captain's Cove, NL
709-555-0124 • info@website.ca • www.website.ca

Half Page Ad



Headline would go here and here.

In ornare facilisis est ut pharetra. Sed velit nunc, elementum vel suscipit sed, luctus vel est.



The Lighthouse, Captain's Cove, NL
709-555-0124 • info@website.ca • www.website.ca

Third Page Ad



Headline would go here and here.

In ornare facilisis est ut pharetra. Sed velit nunc, elementum vel suscipit sed, luctus vel est.



The Lighthouse, Captain's Cove, NL
709-555-0124 • info@website.ca • www.website.ca

Sixth Page Ad
(Horizontal)