

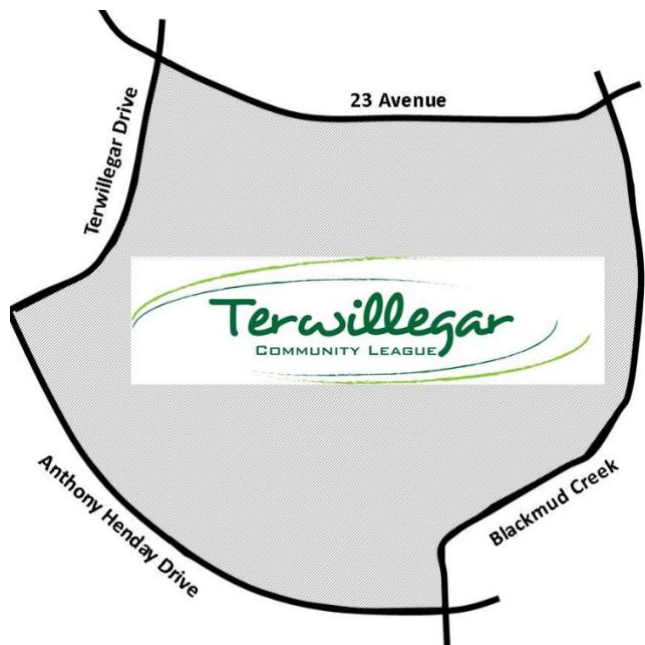
## *Terwillegar Tribune-2019 Media Kit*

With the support of advertisers and dedicated volunteers, the Terwillegar Tribune is published 5 times a year by the Terwillegar Community League to share information on the people, businesses, and events that make our community unique.

The Terwillegar Tribune is distributed to the Terwillegar Community League service area by Canada Post to homes in Terwillegar Towne, South Terwillegar, MacTaggart and Magrath. It is also posted online at [www.terwillegar.org](http://www.terwillegar.org) and copies are also available at various recreational facilities and businesses, including:

- Riverbend Community Centre
- Mac’s Convenience, Terwillegar Blvd.
- Terwillegar Community Church
- Remedy Café
- TRAC Community Office, Terwillegar Rec Centre
- Second Cup, Terwillegar Rec Centre & Riverbend Square
- Servus Credit Union, Terwillegar Heights
- The UPS Store, Terwillegar Heights
- Dairy Queen, 14151 – 23 Ave.
- Save On Foods, Magrath
- ATB Financial, 14236 – 23 Ave.
- Riverbend Library
- Waves Coffee Shop

<b>2019 Editorial Calendar</b>
<b>Deadline:</b> 6:00 PM January 25/19
Delivery: Week of February 11/19
<b>Deadline:</b> 6:00 PM March 15/19
Delivery: Week of April 1/19
<b>Deadline:</b> 6:00 PM May 24/19
Delivery: Week of June 10/19
<b>Deadline:</b> 6:00 PM August 9/9
Delivery: Week of August 26/19
<b>Deadline:</b> 6:00 PM November 15/19
Delivery: Week of December 2/19



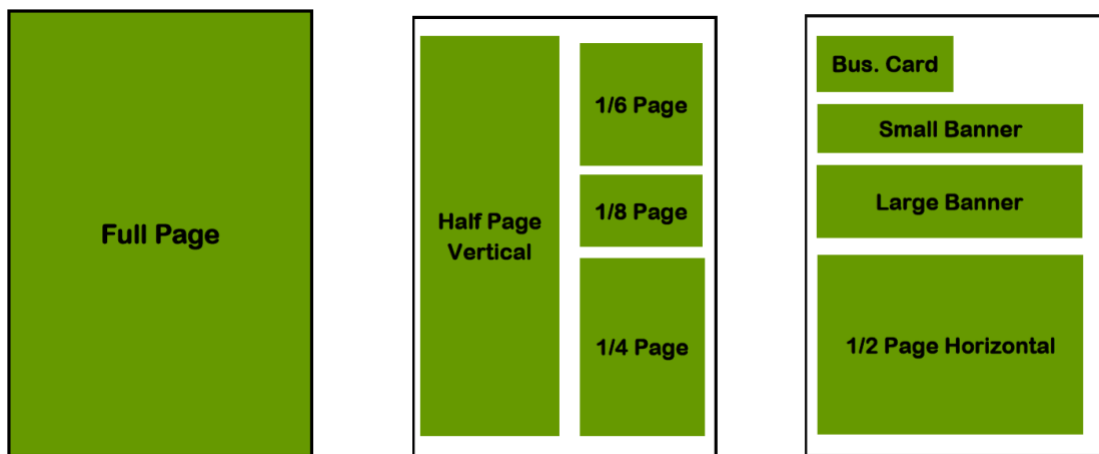
## Advertisement Submission Specifications (PLEASE READ CAREFULLY)

- Please submit all ads in the **exact size** of the advertisement booked.
- Please submit ads in either **grayscale** or **CMYK** (no RGB).
- Be sure your black text is defined as black. Avoid the “auto” colour in the page maker. Make sure your black is 0% cyan, 0% magenta, 0% yellow and 100% black. RGB won't print well.
- Acceptable file formats are JPEG, Adobe InDesign, Adobe Illustrator or **Adobe Acrobat PDF** for optimum print quality. Please include all fonts used in the file.
- Please note that **Word or Publisher files are not print ready** and may (or may not) cause problems when printed. **ALL ads created in Word or Publisher must be flattened and converted into a PDF (PDF/x- 1a:2001) file before submission.**
- Ads designed in Word, Power Point or other similar programs may not print well even after converting to PDF, since these programs aren't intended for design work.
- All artwork, and photos should be submitted in **high resolution** (at least 300 dpi and line art to 600 dpi for output at 1200 dpi).
- Reverse print (light coloured font on dark background) needs to be at least 12 pts and a block type font to print clearly.
- Ads created with layers need to be flattened in Acrobat.
- **Ads are printed as submitted.**
- Unsure how modify your ad to meet the technical requirements? Consider hiring a designer or contact the [editor@terwillegar.org](mailto:editor@terwillegar.org)

## Editorial Guidelines

- Submissions must be 300-500 words, unless otherwise discussed with the editor.
- Please include a title, byline, and (optional) bio (10-15 words)
- Submissions must be original work and free of libel.
- Once articles have been received, they will be reviewed. Unfortunately, due to the number of submissions we receive, and the needs of the publication, we cannot guarantee your article will be published.
- Sometimes articles will be used at a later date. If there is an expiration date to your submission, please mark it clearly.
- All articles to be considered should be free of internal advertising. The articles should be stand alone with relevant information the reader can walk away with.
- All submissions are made on a volunteer basis.
- If your submission has been published previously, or submitted to another publication, please mark this clearly on your submission.
- Please include photos with your submission whenever possible. Photos should be submitted in high resolution (300 dpi), print-ready quality (JPEG, TIFF, PSD files).
- Do not double space (SINGLE SPACE ONLY after periods or other punctuation).

<b>Ad Size</b>	<b>Width x Height (width &amp; height dimensions cannot be reversed)</b>	<b>Colour Rate</b>	<b>Black &amp; White Rate</b>
Full page	9.5 in. X 15 in.	<b>\$ 840</b>	<b>\$ 650</b>
Half page	9.5 in. X 7.2 in. – HORIZONTAL 4.625 in. X 15 in - VERTICAL	<b>\$ 435</b>	<b>\$ 360</b>
Quarter page	4.625 in. X 7.2 in.	<b>\$ 230</b>	<b>\$ 185</b>
Large Banner Ad	9.5 in. X 3.5in.	<b>\$ 230</b>	<b>\$ 185</b>
Small Banner Ad	9.5 in. X 2.3 in.	<b>\$ 172</b>	<b>\$ 127</b>
One sixth page	4.625 in. X 4.63 in.	<b>\$ 172</b>	<b>\$ 127</b>
One eighth page	4.625 in. X 3.5in.	<b>\$ 120</b>	<b>\$ 98</b>
Business Card	4.625 in. X 1.85 in.	<b>\$ 72</b>	<b>\$ 58</b>
Classified	25 words or less, text only	<b>N/A</b>	<b>\$ 12</b>
Flyer Insert	Provide 9,500 copies	<b>\$ 450</b>	<b>\$ 450</b>
FaceBook Ads	Available with minimum of \$98 rate		
One eighth page	*See details on the next page		



**Note: Ads will not necessarily appear in page location shown above**

## **FaceBook Ads**

Minimum 1/8-page ad in the Tribune is required to qualify for a FB post, once a week. The period granted for FB postings will be from publication date until the next publication date.

## **Payment**

**Payment must be received by the advertising deadline.**

**Please send to:**

Terwillegar Community League  
PO Box 36508 McTaggart PO  
Edmonton, Alberta T6R 0T4

**Please make your cheque payable to: Terwillegar Community League**

**Credit Card & E-Transfer payments are now available.**

**Inform the Editor upon booking if you would prefer this option.**

For a commitment of 5 consecutive issues, a **10% discount** on advertising rates is available. If interested, please see the Advertising Agreement on the next page and submit to [editor@terwillegar.org](mailto:editor@terwillegar.org)

## **FLYER INSERT DETAILS**

All flyers must be brought directly to Gazette Press Printing at 340 Carleton Drive in St. Albert by the date specified by the editor at booking.

Please provide 9,500 copies and clearly mark "Terwillegar Tribune" on the boxes or flyers as well as the issue release date.

Please note that Canada Post requires flyers to be approximately 8.25 in. by 11 in. or smaller (after any folding) to ensure they stay inside the paper when it's handled.

Please book with Editor as soon as possible.

**Thank you for your business. We look forward to working with you!**



## Annual Advertising Agreement

**Company Name:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Billing Address:** \_\_\_\_\_

\_\_\_\_\_

**Phone Number:** \_\_\_\_\_

**Email:** \_\_\_\_\_

Yes, I would like to make an annual commitment to advertise in five (5) consecutive issues of the Terwillegar Tribune.

*Note: In making an annual commitment, a 10% discount will be applied to the cost of each ad.*

**Signature:** \_\_\_\_\_