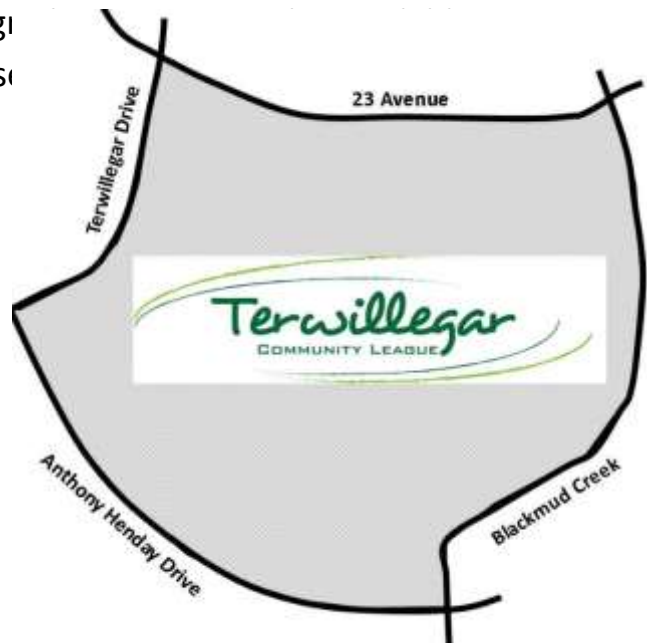


# Terwillegar Tribune-2023 Media Kit

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, Terwillegar Gardens, MacTaggart and Magi various recreational facilities and business [www.terwillegar.org](http://www.terwillegar.org)

2023 Editorial Calendar
<b>Deadline:</b> 6:00 PM January 27 <b>Delivery:</b> Week of February 13
<b>Deadline:</b> 6:00 PM March 24 <b>Delivery:</b> Week of April 10
<b>Deadline:</b> 6:00 PM June 2 <b>Delivery:</b> Week of June 19
<b>Deadline:</b> 6:00 PM August 18 <b>Delivery:</b> Week of September 4
<b>Deadline:</b> 6:00 PM November 3 <b>Delivery:</b> Week of November 20



# **Advertisement Submission Specifications**

Please submit **print ready** ads in high resolution JPEG or PDF format to [editor@terwillegar.org](mailto:editor@terwillegar.org).

Both ad and payment must be received by the editor before 6 PM on the advertising deadline for ad to be printed.

Ensure ad is formatted to the correct size.

Submit ad in either grayscale or CMYK (no RGB).

All artwork and photos should be submitted in high resolution (at least 200 dpi and line art to 600 dpi).

Text that is to appear "black" should contain black ink information only for optimum quality.

Reverse text should not be smaller than 12 point.

Colour text should be a minimum of 14 point.

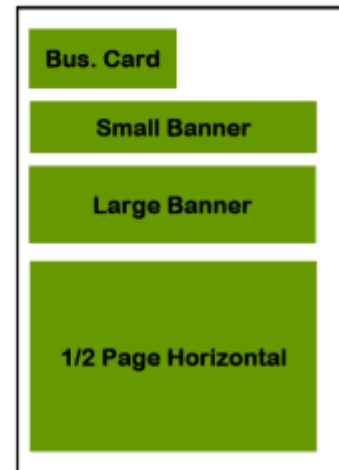
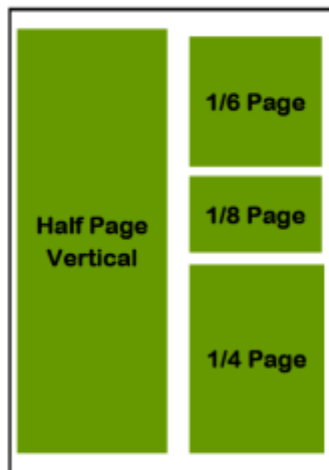
Ads are printed as received.

\* Rates are subject to change due to increasing printing and distributing costs.

\*\* Width and height dimensions cannot be reversed.

**Please check submission guidelines and specifications.**

Ad Size	Width x Height*	Colour Rate**	Black & White Rate**
Full page	9.5 in. X 15 in.	\$ 840	\$ 650
Half page	9.5 in. X 7.2 in. – HORIZONTAL 4.625 in. X 15 in - VERTICAL	\$ 435	\$ 360
Quarter page	4.625 in. X 7.2 in.	\$ 230	\$ 185
Large Banner Ad	9.5 in. X 3.5in.	\$ 230	\$ 185
Small Banner Ad	9.5 in. X 2.3 in.	\$ 172	\$ 127
One sixth page	4.625 in. X 4.63 in.	\$ 172	\$ 127
One eighth page	4.625 in. X 3.5in.	\$ 120	\$ 98
Business Card	4.625 in. X 1.85 in.	\$ 72	\$ 58
Classified	25 words or less, text only	N/A	\$ 12
Flyer Insert***	Provide 9,500 copies	\$ 450	\$ 450
FaceBook Ads	Available with minimum of \$98 rate *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.**

**If paying by cheque, please make your cheque payable to:**

**Terwillegar Community League**

**Please send to:**

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

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

**\*Please inform the Editor how payment will be made.**

Prepaid customers or those with postdated cheques will receive a **10% discount** on their advertising rates. This is available if you would like to commit to a full year (5 issues) of advertising. If interested, please see the **Annual Advertising Agreement** on the next page to be submitted 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 up to 9,000 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!**



## 2023 Annual Advertising Agreement

**Date:** \_\_\_\_\_

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