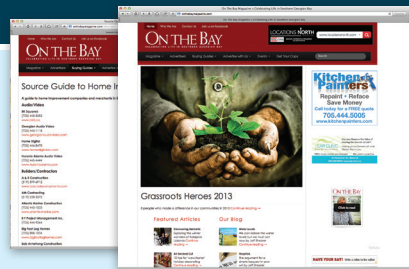


ON-LINE ADVERTISING

On The Bay maintains a rich and thorough on-line version of the magazine which is easy to read on computer, tablet or smart phone. In addition, the site includes directories for real estate, home improvement and wellness services in Southern Georgian Bay.

Contact a sales rep for pricing.



ADVERTISING SPECS

AD REQUIREMENTS

- Please supply completed ads as a **High Resolution PDF**. **QuarkXpress/Microsoft Word documents are not accepted.**
- Please **convert all ads to CMYK**. PANTONE© SPOT or RGB colours will be converted to CMYK. We are not responsible for any colour discrepancies due to this conversion.
- **Crop Marks** are only accepted on full page ads.
- Photoshop CMYK settings: ink colours – coated paper; dot gain – 20%; black ink limit – 100%; total ink limit – 300%.

SUBMITTING IMAGES FOR ADS

- Please supply images as TIFF or JPG format, in high resolution – 300 dpi at 100% size.
- EPS (Vector) files are required for Logos.
- Scans from printed materials need to be descreened when scanned to reproduce properly.

FONT REQUIREMENTS

When possible, **convert all fonts to outline**. Otherwise, please ensure that all necessary fonts are supplied. *On The Bay* Magazine will not be responsible for advertisements/images that do not meet our requirements.

DELIVERY

Please supply advertising files via FTP or E-mail to:

Cindy Caines, Production Manager

Tel: 705-444-9192 **Toll-free:** 1-888-282-2014

E-mail: ads@onthebaymagazine.com

FTP SITE

We offer an FTP site for posting advertisements for reproduction in *On The Bay* Magazine.

FTP Server:
www.surfaced.ca

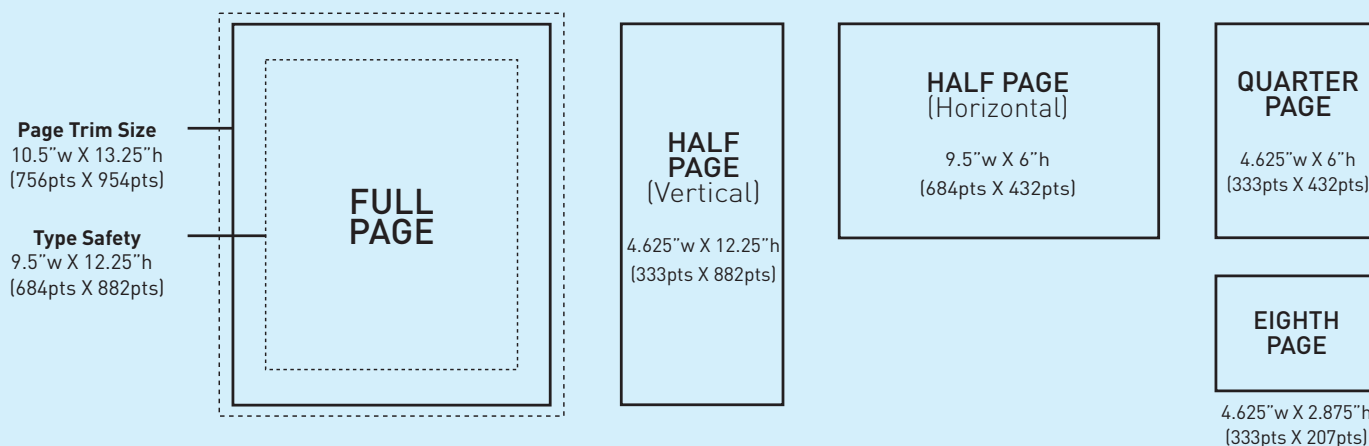
Browser: (such as Firefox)
ftp://surfaced.ca

Username: otbad
Password: 1otbad!

PAYMENT TERMS

- All ads must be paid in full as of the date of publication
- Failure to submit material by deadline dates provided will result in a full charge for space booked
- A fee will be charged to offset the cancellation of a 2x, 3x or 4x buy.

AD SIZES



SPECIAL AD SIZES
Across the Centre Margin

Full Bleed DPS
21.25" w X 13.5" h
(1530pts X 972pts)

1/2pg DPS
20" w X 6" h
(1440pts X 432pts)

1/2pg Horizontal across centre margin
10.25" w X 6" h
(738pts X 432pts)

4.625" w X 2.875" h
(333pts X 207pts)