

RADIO ADVERTISING



THE NEW CLASSICAL 102.9 FM MULTIMEDIA BUY

Reach your target audience through a strong and powerful visual ad combined with a compelling audio message on Classical 102.9 FM. This multimedia buy allows both readers and listeners to instinctively connect with your brand. Contact your media advisor for more information on combination advertising and applicable discounts available.

ADVERTISING SPECS

PRINT READY AD REQUIREMENTS

- **DO NOT include Crop Marks.** If crop marks are to be added, they need to be offset at 0.1667 in (12pt).
- 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.
- Photoshop CMYK settings: ink colours – coated paper; dot gain – 20%; black ink limit – 100%; total ink limit – 300%.
- Supply completed ads as a **High Resolution PDF.** **QuarkXpress/Microsoft Word documents are not accepted.**

IMAGE REQUIREMENTS FOR AD PRODUCTION

- Please supply images as TIFF or JPG format, in high resolution – 300 dpi, minimum 1 MB (1000kb).
- EPS (Vector) files are required for Logos.
- Images from the internet are not acceptable as they are usually low res and will not print well.
- **On The Bay Magazine will not be responsible for ads/images that do not meet our requirements.**

FONT REQUIREMENTS

When possible, **convert all fonts to outline.** Otherwise, please ensure that all necessary fonts are supplied.

DELIVERY

Please supply advertising files via file sharing or E-mail. For large file sharing, use Google Drive, WeTransfer or other large file sharing tools, and supply us with a link to your ad for download.

Tara McLellan, Production Manager

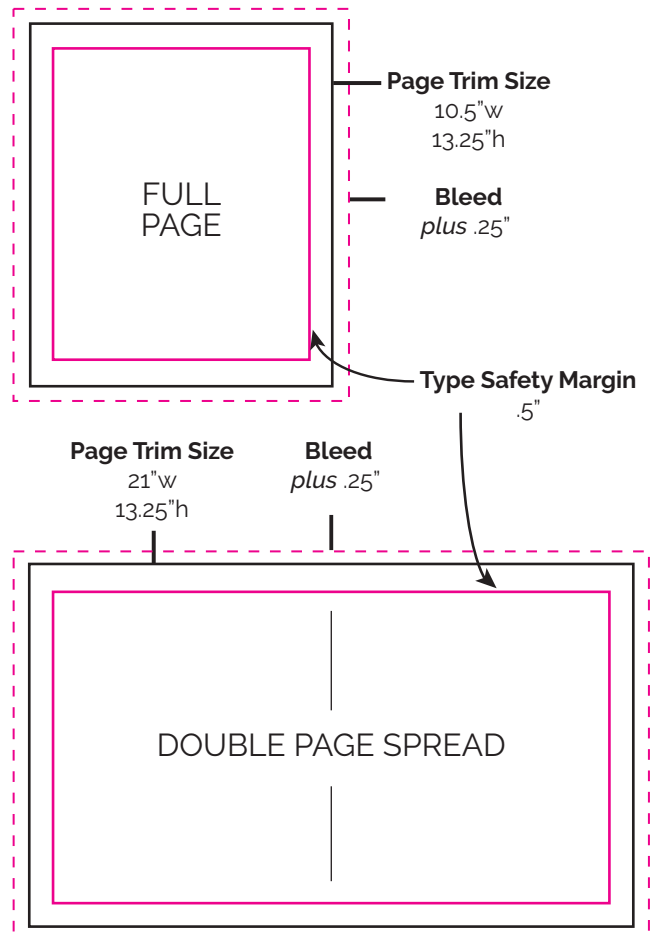
E-mail: ads@onthebaymagazine.com

PAYMENT TERMS

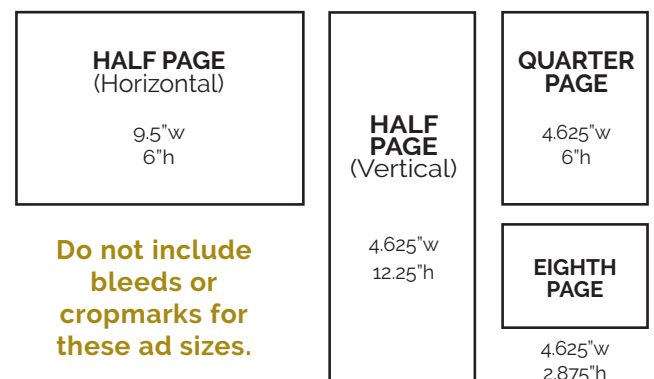
- All ads must be paid in full as of the date of publication
- Failure to submit material by deadline dates provided will result in a full charge for space booked
- A fee will be charged to offset the cancellation of a multi-issue buy.

AD SIZES

FULL PAGE & DOUBLE PAGE SPREAD



HALF PAGE, QUARTER PAGE & EIGHTH PAGE



CELEBRATING LIFE & PEOPLE IN SOUTHERN GEORGIAN BAY

ON THE BAY

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