

Island Tides COLOUR DISPLAY 2010 SAMPLE SIZES & COSTS

Call 250-629-3660 or Fax 250-629-3838

Island Tides Publishing Ltd, Box 55, Pender Island, BC V0N 2M0

email: islandtides@islandtides.com

website: www.islandtides.com

COLOUR BUSINESS CARD

COLOUR for as little as \$50.88
per week! (on a 4-month prepaid contract)

Single Insertion \$127.20+hst

* 4 MONTHS PREPAID (20% discount, 8 insertions) \$814.08+hst

COST PER '000 with 20% discount \$5.65

COLOUR for as little as \$71.55
per week! (on a 4-month prepaid contract)

COLOUR: 2 COLUMNS x 3 INCHES

Single Insertion \$190.80+hst

* 4 MONTHS PREPAID (25% discount, 8 insertions) \$1144.80+hst

COST per 1,000 copies with 25% discount \$7.95

COLOUR: 3 COLUMNS x 5 INCHES

Single Insertion \$477+hst

* 4 MONTHS PREPAID (30% prepayment discount, 8 insertions) \$2671.20+hst

COST PER 1,000 copies with 30% discount \$18.55

COLOUR QUARTER PAGE Single Insertion \$715.50+hst

PREPAID Single Insertion \$572.40+hst (includes 20% Discount)

COST PER 1,000 copies with 20% discount: \$31.80

Island Tides

COPY DEADLINE

ISSUE DATE

JULY 28, 2010	AUG 5, 2010
AUG 11, 2010	AUG 19, 2010
AUG 25, 2010	SEPT 2, 2010
SEPT 8, 2010	SEPT 16, 2010
SEPT 22, 2010	SEPT 30, 2010
OCT 6, 2010	OCT 14, 2010
OCT 20, 2010	OCT 28, 2010
Nov 3, 2010	Nov 11, 2010
Nov 17, 2010	Nov 25, 2010
DEC 1, 2010	DEC 9, 2010
DEC 15, 2010	DEC 23, 2010
JAN 5, 2011	JAN 13, 2011
JAN 19, 2011	JAN 27, 2011
FEB 16, 2011	FEB 24, 2011
MAR 2, 2011	MAR 10, 2011
MAR 16, 2011	MAR 24, 2011
MAR 30, 2011	APR 7, 2011
APR 13, 2011	APR 21, 2011
APR 27, 2011	MAY 5, 2011
MAY 11, 2011	MAY 19, 2011
MAY 25, 2011	JUNE 2, 2011
JUNE 8, 2011	JUNE 16, 2011
JUNE 22, 2011	JUNE 30, 2011
JUL 6, 2011	JUL 14, 2011
JUL 20, 2011	JUL 28, 2011
AUG 3, 2011	AUG 11, 2011
AUG 17, 2011	AUG 25, 2011
AUG 31, 2011	SEP 8, 2011
SEP 14, 2011	SEP 22, 2011

COLOUR HALF PAGE

Single Insertion \$1431.00+hst

PREPAID Single Insertion \$1001.70+hst (includes 30% Discount)

COST per 1,000 copies with 30% discount \$55.65

18,000 copies, Canada Post household delivery, ferries, free boxes on Vancouver Island, plus an additional 1,750 online readers each edition.

A wesite link direct to all continous display advertisers' websites from www.islandtides.com's homepage is included in all prices.

Island Tides B&W DISPLAY

SAMPLE SIZES & COSTS

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 Island Tides Publishing Ltd, Box 55, Pender Island, BC V0N 2M0
 islandtides@islandtides.com • www.islandtides.com

This size costs as little as
\$35.16 per week!*

*on a 4-month prepaid contract

BUSINESS CARD

Single Insertion \$89.04+hst

* 4 MONTHS PREPAID (20% discount, 8 insertions) \$569.86+hst

COST PER 1,000 copies with 20% discount \$3.96

This size costs as little as
\$50.09 per week!*

*on a 4-month prepaid contract

2 COLUMNS x 3 INCHES

Single Insertion \$133.56+hst

* 4 MONTHS PREPAID (25% discount, 8 insertions) \$801.36+hst

COST per 1,000 copies with 25% discount \$5.57

QUARTER PAGE

Single Insertion \$500.85+hst

PREPAID Single Insertion \$400.68+hst (includes 20% Discount)

COST PER 1,000 copies with 20% discount: \$22.26

Your ad a different size?

Call us for a price

250-629-3660.

3 COLUMNS x 5 INCHES

Single Insertion \$333.90+hst

* 4 MONTHS PREPAID (30% prepayment discount, 8 insertions) \$1869.84+hst

COST PER 1,000 copies with 30% discount \$12.99+hst

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MAR 16, 2011	MAR 24, 2011
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APR 13, 2011	APR 21, 2011
APR 27, 2011	MAY 5, 2011
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JUNE 22, 2011	JUNE 30, 2011

HALF PAGE

Single Insertion \$1001.70+hst

PREPAID Single Insertion \$701.19+hst

(includes 30% Discount)

COST per 1,000 copies with 30% discount \$38.96

MECHANICAL REQUIREMENTS

Printed Cold Web: 6 Column, Tabloid Format
 Size of page10-1/4" wide by 15-3/4" high
 Quarter page5" wide by 7-1/2" high
 Half page10-1/4" wide by 7-1/2" high
 Column Width: 1c=1-5/8", 2c=3-1/4", 3c=5",
 4c=6-3/4", 5c=8-1/2", 6c=10-1/4"
 Column Depth 15-1/4" (213 agate lines)
 Photo resolution 300 d.p.i.
 Line art resolution..... 800-1200 d.p.i.

18,000 copies, Canada Post household delivery, ferries, free boxes, plus an additional 1,500 online readers each edition.
A website link direct to all continuous display advertisers' websites from www.islandtides.com's homepage is included in all prices.

Island Tides

For more info visit www.islandtides.com
3,500 Online Readers See Your Ad Each Month!

Black & White 'Bulletin Board' and
'Attractions & Accomodation' Ads (in season)

Exceptional visibility! 43,000 readers around the Strait of Georgia each edition!

All Gabriola, Salt Spring, Pender, Galiano, Mayne, Saturna, Denman, Hornby, Quadra, and Cortes residents will get your ad free in their mailbox—13,700 households! Weekenders and travellers pick up newspapers in terminals and aboard ferries. You will reach Vancouver Island readers through our yellow boxes in Sidney, Victoria, Mill Bay, Duncan, Chemainus, Ladysmith, Nanaimo, Campbell River.—another 4,300 copies.

Plus your ad has another 1,750 west coast wannabees reading online, each editor.

All this for as little as \$15.64 per week!

THIS SIZE 1.5"—\$35.04

4 MONTHS PREPAID
(10% discount) \$252.29+hst
\$1.76 per '000 copies

6 MONTHS PREPAID
(15% discount) \$357.41+hst
\$1.65 per 1,000 copies

THIS SIZE
2"—\$46.72

4 MONTHS PREPAID
(10% discount) \$336.38+hst
\$2.34 per '000 copies

6 MONTHS PREPAID
(20% discount) \$448.27+hst
\$2.08per '000 copies

THIS SIZE
2.5"—\$58.40

4 MONTHS PREPAID
(15% discount) \$397.12+hst
\$2.76 per '000 copies

6 MONTHS PREPAID
(25% discount) \$525.6+hst
\$2.43 per '000 copies

THIS SIZE
3"—\$70.08

4 MONTHS PREPAID
(15% discount) \$476.54+hst
\$3.31 per '000 copies

6 MONTHS PREPAID
(25% discount) \$630.72+hst
\$2.92 per '000 copies

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Weekenders and travellers pick up newspapers in terminals and aboard ferries. You will reach Vancouver Island readers through our yellow boxes in Sidney, Victoria, Mill Bay, Duncan, Chemainus, Ladysmith, Nanaimo, Campbell River.—another 4,300 copies.

Plus your ad has another 1,750 west coast wannabees reading online, each edition.

All this for as little as \$19.08 per week!

THIS SIZE 1.5"-\$47.70

4 MONTHS PREPAID

(10% discount) \$343.44+hst
\$3.38 per 1,000 copies

6 MONTHS PREPAID

(20% discount) \$457.92+hst
\$2.12 per '000 copies

THIS SIZE

2"-\$63.60

4 MONTHS PREPAID

(15% discount) \$434.52+hst
\$3.02 per 1,000 copies

6 MONTHS PREPAID

(25% discount) \$610.56+hst
\$2.82 per 1,000 copies

THIS SIZE

2.5"-\$79.50

4 MONTHS PREPAID

(15% discount) \$540.60+hst
\$3.75 per 1,000 copies

6 MONTHS PREPAID

(25% discount) \$715.50+hst
\$3.31 per 1,000 copies

THIS SIZE

3"-\$95.40

4 MONTHS PREPAID

(15% discount) \$648.72+hst
\$4.50 per 1,000 copies

6 MONTHS PREPAID

(25% discount) \$858.60+hst
\$3.98 per 1,000 copies

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