

Muskoka Lakes Association

2018 Yearbook

Advertising Options



Separate Insert

Provide your own brochure or message to be mailed with the yearbook and receive placement of 1/6 page colour ad in the editorial section of the Yearbook at no additional cost.

Up to 20 grams:	\$1,785
21 to 60 grams:	\$2,000
61 to 120 grams:	\$2,100
121 to 200 grams:	\$2,500

<u>Yearbook Ad</u>	<u>Dimensions</u>	<u>Black/White</u>	<u>Colour</u>
Full page	8 1/2 x 11"	\$1,100	\$1,650
2/3 page	4 7/8 x 9 3/4"	\$ 945	\$1,420
1/2 page	4 7/8 x 7 1/2"	\$ 750	\$1,130
1/3 page	2 3/8 x 9 3/4"	\$ 460	\$ 775
1/3 page	4 7/8 x 4 3/4"	\$ 460	\$ 775
1/6 page	2 3/8 x 4 3/4"	\$ 265	\$ 505
1/6 page	4 7/8 x 2 3/8"	\$ 265	\$ 505
Covers:			
Outside Back:	8 1/2 x 11"		\$5,000
Inside Back:	8 1/2 x 11"		\$3,750
Inside Front:	8 1/2 x 11"		\$4,370

When you place an ad in the Muskoka Lakes Association Yearbook, you receive a listing in the Directory in the category of your choosing so that our members can locate you in the book. You can also include your phone number in the Directory to allow quick reference to your business. **Rate:** \$25.00

<p>Supplies File Specifications</p> <ul style="list-style-type: none"> • All Adobe Creative Suite Software products; include all links and fonts. • TIFF Files (Raster Files): 300 dpi@100% full print size • EPS Files with fonts converted to curves and images embedded • CMYK colour format – NOT RGB • Full Bleed Ads require 0.125" bleed on all four sides. • Word Doc., Publisher Files, Power Point and similar files or PDF's generated from these software will not be accepted. 	<p>Proofing</p> <ul style="list-style-type: none"> • Aben Graphics will proof direct to the client all ads <p>Additional Charges</p> <ul style="list-style-type: none"> • Additional charges may apply if an advertiser makes a request for work which falls out of the norm in regards to ad preparation, renderings, detailed maps, extensive colour correction or other labour intensive manipulations/alterations. • Alterations to "approved" ad files. • Excessive back and forth proofing.
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Digital file submissions for press ready files are to be emailed to artwork@abengraphics.com

Files over 10mbs should be sent to the printer's FTP site or burned to disk. Please contact us for site address.