

# Total Outdoor Adventures

## 2011-2012 Hunter Guide Advertising



### Ad Pricing

Full Page Center Spread 2 pages	\$995.00
Full Page Back	\$695.00
Full Page Inside Front/Back Cover	\$595.00
Full Page Regular	\$495.00
Half Page	\$295.00
Quarter Page	\$195.00
Small Ad (business card)	\$95.00

### Document Specs

All ads need to include 1/8 inch bleed and should be submitted as a print ready PDF document at a resolution of 300 DPI or higher.

### Ad Specs

#### Full Page

finished size  
w: 11 inches  
h: 8.5 inches

bleed dimensions  
bleed: 0.125 inches  
w: 11.125 inches  
h: 8.625 inches

#### Half Page

finished size  
w: 5.5 inches  
h: 8.5 inches

bleed dimensions  
bleed: 0.125 inches  
w: 5.625 inches  
h: 8.635 inches

#### Quarter Page

finished size  
w: 5.5 inches  
h: 4.25 inches

bleed dimensions  
bleed: 0.125 inches  
w: 5.625 inches  
h: 4.375 inchse

#### Small Ad

finished size  
w: 3.5 inches  
h: 2 inches

bleed dimensions  
bleed: 0.125 inches  
w: 3.625 inches  
h: 2.125 inches

Full Page Ad  
11 inches x 8.5 inches

Half Page Ad  
5.5 inches x  
8.5 inches

2 per page

Quarter Page Ad  
5.5 inches x  
4.25 inches

4 per page

Small Ad  
3.5 inches x  
2 inches

12 per page

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### Exclusive Web Ad

All clients that purchase a full page ad or Half page ad will have the option to be on TOA's web-site in-front of all contracted TOA clients. The ad will Run for (2) years and the cost will be \$200.00 per year for a total of \$400.00. Excellent direct advertising.

### Ad Design

Total Outdoor Adventures can create your Ad based on a logo, images and text that you provide. Fees for custom Ad Design creation are as follows:

Full Page	\$195.00
Half Page	\$130.00
Quarter Page	\$95.00
Small Ad	\$65.00
Web Ad	\$150.00

### Print Ready Submissions

Ads with a file size of less than 10MB may be submitted directly to shane@toaltd.com. For ads which exceed 10MB please contact shane@toaltd.com for FTP information and instructions on uploading your file to our server.

### Deadline

25% deposit is required to place an ad. Payments for ads are due no later than October 1st 2011. All ad artwork is to be submitted no later than October 31st 2011. All advertisers will receive an electronic proof (PDF) of their ad no later than November 11th 2011. The proof will be considered accepted unless the advertiser responds with any changes before November 18th 2011. The Hunter Guide will then go to the press and be ready for distribution by December 15th 2011.

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### Reserve Ad Space

Please save advertising space in the upcoming Hunter Guide.

Name:

Phone:

Company:

Email:

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#### Select Ad

<input type="checkbox"/> Full Page Center Spread 2 pages	\$995.00
<input type="checkbox"/> Full Page Back	\$695.00
<input type="checkbox"/> Full Page Inside Front/Back Cover	\$595.00
<input type="checkbox"/> Full Page Regular	\$495.00
<input type="checkbox"/> Half Page	\$295.00
<input type="checkbox"/> Quarter Page	\$195.00
<input type="checkbox"/> Small Ad (business card)	\$95.00

#### Ad Design

<input type="checkbox"/> Full Page	\$195.00
<input type="checkbox"/> Half Page	\$130.00
<input type="checkbox"/> Quarter Page	\$95.00
<input type="checkbox"/> Small Ad	\$65.00
<input type="checkbox"/> Web Ad	\$150.00

#### Exclusive Web Ad

<input type="checkbox"/> 2 years	\$400.00
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Total Outdoor Adventures can not guarantee or reserve space in the Hunter Guide until payment has been received. Checks/Cheques may be written to Total Outdoor Adventures Ltd. and mailed to PO Box 82 Grasmere BC V0B 1R0