



Effective Community Advertising for Your Business!

CONTACT US! office@northendbreezes.com - www.northendbreezes.com

Advertising in the North End is a Breeze!

The North End is a dramatically changing part of Hamilton. Advertise your business directly to its residents and visitors.

Advertise in Our Monthly Paper

1. Reaches over 4,000 homes and businesses on the first of each month
2. Includes on-line media coverage at no additional charge through our website, Facebook & Twitter
3. Colour ads available on front and back pages
4. Discounts available for multiple ads
5. Engages residents, businesses, and consumers from the North End and surrounding neighbourhoods
6. Promotes community connections and mutual support

Ad Specs & Pricing

Size	11 Months		6 Months		3 Months		1 Month		x # Ads	= Total Cost
	BW	Colour	BW	Colour	BW	Colour	BW	Colour		
Ear Lug (Front Cover)		\$125							11	\$1375
Full Page (10¼ x 10¼)					\$725		\$800			
Half Page (10¼ x 6)	\$250		\$270		\$310		\$390			
One Third Page (4 x 10¼)	\$210	\$250	\$225	\$265	\$245	\$285	\$275	\$315		
One Sixth Page (3¼ x 5)	\$90	\$110	\$100	\$120	\$120	\$140	\$140	\$160		
Business Card (2 x 3½)	\$45	\$55					\$50	\$60		

Support Your Community Newspaper

The North End Breezes is a not-for-profit organization established in 1971. Our newspaper strives to promote community connectivity and engage both residents and consumers in the North End of Hamilton. Community members remark that they cannot wait to get their latest copy of the North End Breezes. Advertising with us gets the word out to those closest to your business while also supporting a thriving community!

Thank you for supporting your Community Newspaper!

Ad Sizing *not to scale

Full Page

10¼" x 10¼"

\$800

Logo/1-2 photos, 4 lines of contact info and approximately 20 lines of copy or 400 words

Half Page

10¼" x 6"

\$390

Logo/1 photo, 4 lines of contact information and approximately 10 lines of copy or 200 words

1/3 Page

4" x 10¼"

\$275 BW/\$315
Colour

Logo/Headshot/Photo, contact info, tag line, plus 3-4 lines of copy

1/6 page

3¼" x 5"

\$140 BW/\$160 Colour

Headshot/Logo/Image +
Contact info Up to 125 words of
copy

Business Card

2" x 3½"

\$50 BW/\$60 Colour for one issue

\$45 BW/\$55 Colour for 11 issues

Headshot/Logo, contact info and tag line

Copy & Ad Requirements

1. **Deadline:** Final copy is due on the 15th of the month prior to publication date. No revisions in size or layout can be accepted after that.
2. **File Requirements:** All ads should be submitted in grayscale and colour as high-resolution PDF, 300 dpi or jpeg.
3. **Graphics Fee:** A surcharge of 25% of the ad fee will be levied if the North End Breezes must create or modify the copy.
4. **Responsibility:** The advertiser is solely responsible for fulfilling the advertising contract and assumes all liability for content. All submissions are subject to edit and/or approval based on our Mission and Values and at the discretion of the Board.
5. **Cancellations:** No cancellations are accepted after publication deadlines. All cancellations must be received in writing by email at office@northendbreezes.com by noon on the deadline dates.
6. **Payment:** All ads are invoiced and payable upon receipt immediately by cheque or through PayPal. Multiple ads that qualify for discounted pricing are payable in advance for the full contract commitment. Mailing address is 28 Fullerton Ave, Hamilton, L8L 6G8, Attention: Brenda Duke.

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