



# Effective Community Advertising for Your Business!

CONTACT US! [office@northendbreezes.com](mailto:office@northendbreezes.com) - [www.northendbreezes.com](http://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)		\$110		\$115		\$120		\$125	11	\$1375
Full Page (10¼ x 10¼)	\$600		\$675		\$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)	\$40	\$50	\$43	\$53	\$47	\$57	\$50	\$60		
<b>"Tell Your Own Story" Business Profile Article</b>	<b>\$100 with yearly advertising package - \$150 for current advertisers - \$200 Business Profile only</b>									

### Support Your Community Newspaper

*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

### 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

### 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

### Ear Lug

Colour, Front Page, Above Fold

2" x 3½"

\$125 per issue

\$1375 for 11 issues

Headshot/Logo, contact info and tag line

## Copy & Ad Requirements

1. **Deadline:** Final copy is due on the 15<sup>th</sup> 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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