



Discovery Islander

community news & events from Quadra, Cortes and Outer Islands

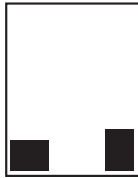
ADVERTISING OPTIONS & RATES 2011

iCatcher



1.75" x 2"
2.4" x 1.5"

iCatcher plus



2.4" x 2"
1.75" x 2.72"

Business Card



1.75" x 4"
2.4" x 3"
3.7" x 2"

Business Card+



2.4" x 4"
5" x 2"

1/6 Page



2.4" x 5"
3.7" x 3.25"

1/4 Page



3.7" x 5"
5" x 3.75"
7.5" x 2.5"

1/3 Page



7.5" x 3.25"
5" x 4.875"
2.4" x 10.25"

1/2 Page



7.5" x 5"
3.7" x 10.25"

Power Block



7.5" x 7"
5" x 10.25"

Full Page



7.5" x 10.25"

Double Page Spread



16" x 10.25"

Advertisement size	1 issue	2 or more
Classified Ads	\$13.39	\$11.16
iCatcher	\$30.00	\$25.00
iCatcher Plus	\$40.00	\$35.00
Business Card	\$55.00	\$50.00
Business Card Plus	\$75.00	\$65.00
1/6 Page	\$90.00	\$80.00
1/4 Page	\$115.00	\$105.00
1/3 Page	\$145.00	\$125.00
1/2 Page	\$225.00	\$195.00
Power Block	\$255.00	\$225.00
Full Page	\$295.00	\$275.00
Back Cover	\$325.00	\$295.00
Double Page Spread	\$495.00	\$425.00

prices subject to 12% HST

Rates are per insertion

25% setup fee for new ads unless ad material is supplied to our specifications.

If you wish to submit your own ad layout please read our electronic specifications (right) before submitting.

Electronic Specifications

Digital files are required as GRAYSCALE in Adobe InDesign (up to CS5), Adobe Illustrator (up to CS5), any complete EPS or Acrobat PDF files. Ads may be submitted in photographic file formats at 300dpi in GRAYSCALE as tiff, jpeg, eps or bmp files.

Sorry MS Publisher or PrintShop files cannot be accepted.

We can accept Quark files but if possible choose one of the above alternatives. All files should be in a Macintosh friendly format. Ensure all fonts are included or type is converted to paths/outlines. Some PC files okay such as Corel 8 and above or Adobe CSX files but please call before submitting.

Files maybe submitted on CD-R/W, DVD or sent as email attachments below 10 MB. Sorry no floppy disks.

Please pass this information on to your graphic designer.

Artwork Specifications

Photographs may be submitted as B&W or colour prints.

Laser printed copy should be no less than 600 dpi.

Ink jet or dot matrix output not accepted.

Digital photos should be submitted as high resolution .jpg files.

Hard copy artwork maybe submitted for scanning.

PO Box 280, Quathiaski Cove BC V0P 1N0

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eMail: news@discoveryislands.ca

ABOUT THE DISCOVERY ISLANDER

The Discovery Islander is a bi-weekly news magazine containing news, events, letters, issues and advertising from Quadra, Cortes and the Outer Discovery Islands. The 'Islander' is printed on Quadra Island and is distributed every two weeks by direct mail to 1,600 post office boxes on Quadra, Cortes, Read, Stuart and West Redonda Islands. NEW: we have now met Canada Post's requirement for 'community newspaper' and will be distributed once again to ALL PO boxes. An additional 400 copies of each edition are distributed through island businesses and news-stands. With 26 issues a year that amounts to a total of 50,000 copies and an estimated 100,000 annual impressions for your advertisement - unequalled local value.

TIPS FOR DESIGNING AN EFFECTIVE PRINT AD

The Discovery Islander's advertising services extends to professional design for maximum impact and to deliver sales results. To create an effective ad we work closely with all our advertisers and encourage them to participate in the creative process as much as possible.

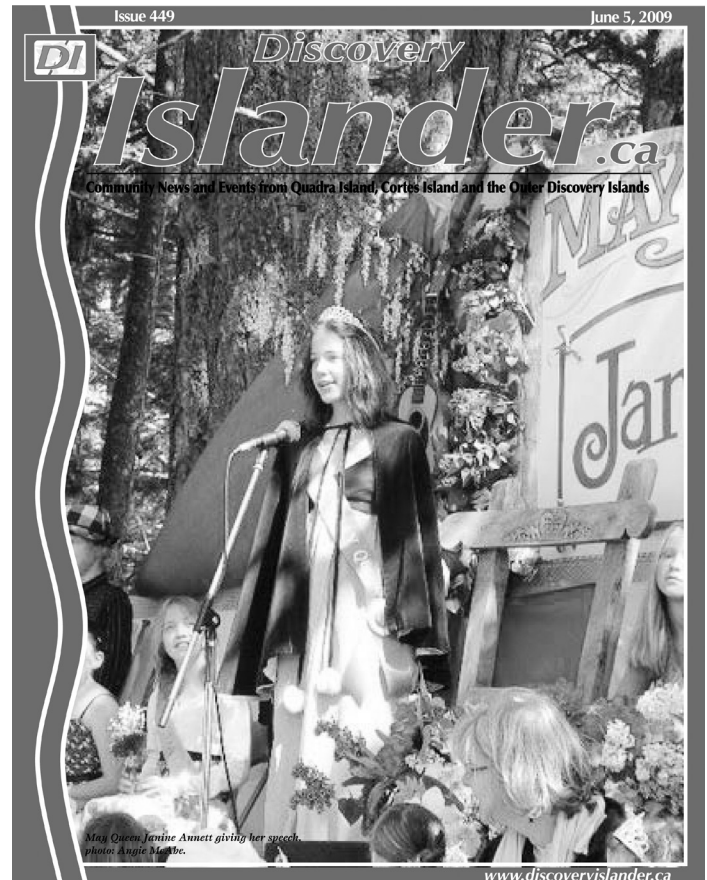
Some things to keep in mind while gathering ideas for a print ad are:

1) Identify your target market - jot on paper the characteristics of your ideal customer. If you are trying to appeal to a variety of customer types don't worry, stick with one clear definition. If for example you sell fire extinguishers, then your ideal customer will likely be home owners. Sure renters might be interested too but to create an effective ad, stick with just the home owners. A clearly defined audience will make the next step of creating a message easier and most effective.

2) Keep your ad simple - create a clear message. Choose a slogan or 'tag line' that summarizes the services/products of your business. For our example fire extinguisher supplier that might be: "Fire Prevention Saves Lives!"

3) Identify the benefits - of purchasing your product for the customer as opposed to simply listing services. A benefit is an emotional response to your product. Simply telling customers that your fire extinguishers come in black blue or red is not going to cut it. But tell them how much better they will sleep at night which is a benefit of purchasing from you because of your monthly maintenance program and now you are selling!

4) Focus on your unique selling points - those are the features of your products/services that distinguish your business from that of your competitors. Separating your business from your competitors is a vital aspect of marketing. Jot down on paper all the strengths and weaknesses of your 3 closest competitors. Now do the same for your own company's products/services. Where your competitors are weak and you are strong, those are your unique selling points (USPs). For example, if your fire extinguishers are the only ones proven to put out fires then that is a unique selling point and should be highlighted in your ad.



5) Make sure that your ad contains a clear 'call to action' that is the final statement that pushes your customer to reach for the phone. That might say "Sleep better tonight - call 285-XXXX"

6) Plan an advertising budget. The key to effective advertising is repetition. It is estimated that a potential customer must see your ad as many as 17 times before making a purchasing decision. To be effective, plan out a budget that places more smaller ads rather than few large ones. Over the long term it will pay back.

DI *Discovery Islands*
Media and Publishing

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