

discovery

ISLANDER

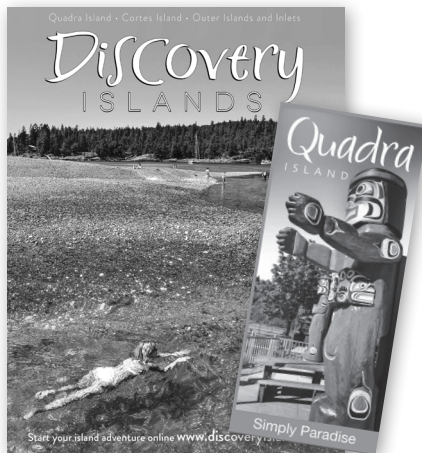
Media Kit 2020

Information for Advertisers and Contributors

The **Discovery Islander** distributes directly to 1250 post office boxes and local news stands on Quadra Island, as well as to Read, and Stuart Islands. With 26 editions each year, including complete online editions, **the DI** is the go-to news magazine to reach Quadra and the Outer Islands!

While the DI has long been a trusted source of news and community events for Discovery Islanders, we also feature wide coverage of cultural events in nearby Campbell River.

With over 2700 year-round residents, Quadra Island is a significant consumer of Campbell River's commercial, recreational and cultural opportunities. For Vancouver Island advertisers, **the DI** is your gateway to a growing Quadra Island market.



HERE ARE SOME OF THE TEACHERS, FRIENDS AND SUPPORTERS WHO HAVE gathered outside Quadra Elementary School every day since Tuesday September 2, a day which should have been the first of the 2014/2015 academic year. We've passed these folks in our cars, on our bikes, and on foot every day for over two weeks. They've appreciated our waves of support, our sympathetic car honks, and of course those surprise deliveries of coffee and goodies that helped get them through another day not in the classroom. As we go to press, it seems possible there'll be an end to the strike this week and, we all hope, a return to classes early in the next. MORE ON THIS INSIDE



FOR TWENTY YEARS NOW THE PROCEEDS FROM QUADRA ISLAND'S ANNUAL Community Giant Garage Sale have successfully supported seven Philippines preschool and daycare programs for a period of five years each. This year's garage sale, although something of a challenge (lots of heavy lifting!), was another financial success. Pictured above are some of the young students, their teachers and parents, who benefit from the care and commitment of our community. Thanks to the organizers, volunteers, and local businesses who keep this island-to-island tradition strong! MORE ON THIS INSIDE



We also publish several regional tourism publications & companion web sites

discovery

ISLANDER

Campbell River businesses benefit from the DI

Campbell River is both the workplace and a culture and recreation hub for much of Quadra Island's population. Islanders frequent the Art Gallery, the Museum, the Sportsplex and Strathcona Gardens – not to mention the shops and services in Tyee Plaza, Shoppers Row, Discovery Harbour Mall, and all points beyond. The DI is the best print option for Campbell River businesses who want to tap the Quadra demographic.

The DI reflects the rhythm of the islands

Every one of our 26 editions a year is packed with news and events from our vibrant island communities. Local residents, organizers and businesses all look to the Discovery Islander to find out what's happening on Quadra, Cortes and the Outer Discovery Islands. **Events in nearby Campbell River are regularly featured.**

Direct distribution

The Discovery Islander goes direct to over twelve hundred island post office boxes on Quadra and beyond. The DI is available at all island stores and select cafes.

Local production

The DI is produced and printed on a small local press on Quadra Island. This contributes to island employment and ensures that local advertising investments benefit the communities of Quadra and the surrounding area.

Supporting our community

The Discovery Islander is proud to support local initiatives. We offer editorial space for press releases and stories about events, workshops, new ideas, and commentary – from our island communities and from Campbell River. We offer discounted ad rates to all community groups and frequent rates to our regular advertisers.

In print and online!

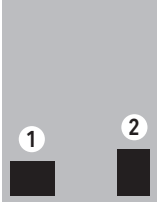
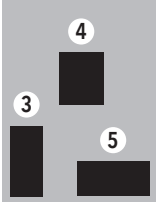
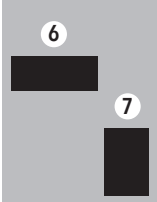
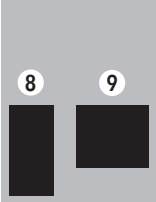
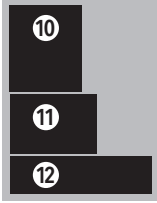
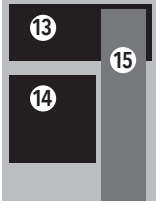
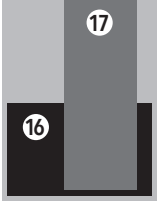

The DI is truly a multimedia publication. Every one of our print editions is also published online where we are read by islanders (and visitors) all over the world.



discovery

ISLANDER

Advertising Options and Rates 2020

iCatcher  1 2.35 x 2" 2 1.7 x 2.7"	Business Card  3 1.7 x 4.125" 4 2.375 x 3" 5 3.625 x 2"	Business Card+  6 4.875 x 2" 7 2.375 x 4"	1/6 Page  8 2.375 x 5" 9 3.625 x 3.125"
1/4 Page  10 3.625 x 4.875" 11 4.875 x 3.75" 12 7.5 x 2.5"	1/3 Page  13 7.5 x 3.25" 14 4.875 x 4.875" 15 2.375 x 9.875"	1/2 Page  16 7.5 x 5" 17 3.625 x 9.875"	Full Page  18 7.5 x 9.875"

ADVERTISEMENT	ONE ISSUE	FREQUENT
iCatcher	\$49	\$45
Business Card	\$69	\$65
Business Card+	\$89	\$80
1/6 Page	\$120	\$100
1/4 Page	\$150	\$135
1/3 Page	\$175	\$155
Half Page	\$250	\$225
Full page	\$325	\$295

- Applicable taxes are additional to the rates shown.
- There is a 25% setup fee for new ads unless they're submitted to our specifications and sizes.
- If you wish to submit your own ad layout, please follow our electronic specifications (right).

Electronic specifications for ad designers

The DI prints in black and white only. Colour versions of ads may be submitted for online editions.

DIGITAL FILES: GRAYSCALE in Adobe InDesign (up to CC), Adobe Illustrator, EPS or Acrobat PDF files.

PHOTO FORMATS: .tif, .jpg, or .psd (please flatten layers), GRAYSCALE at 300 dpi.

FONTS: Include all fonts or convert type to paths/outlines, and/or flatten layers.

FILES UNDER 10 MB: Send as email attachments below 10 MB.

FILES OVER 10 MB: Please use DropBox or a similar online service, or submit a file on a thumb drive.

Artwork specifications

Electronic files are preferred. Hard copy artwork may be submitted for scanning.

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

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

(If in doubt, please submit original files from your camera.)

discovery

ISLANDER

We want you to look your best! That's why we offer professional design to deliver maximum impact and sales results. To create effective ads, we work closely with our advertisers and encourage their participation in the creative process. Here are some things to consider in developing your ad:

1 • IDENTIFY YOUR TARGET MARKET

Who is your ideal customer? If, say, you sell home fire extinguishers, chances are it'll be homeowners with families who are most interested in your product. Pinpoint your audience to make your messaging meaningful and direct.

2 • KEEP YOUR AD SIMPLE

A clear message is a simple one. Write copy that sums up the benefits of your business or product. For home fire extinguishers, a tag line might be 'Fire Prevention: It Keeps Your Family Safe.'

3 • IDENTIFY THE BENEFITS

A benefit is the customer's emotional response to your product. Customers don't really need fire extinguishers in designer colours. But suggest how much better they'll sleep at night thanks to your monthly maintenance program - well, now you're selling something they want!

4 • FINISH WITH A CALL TO ACTION

It can be as simple as this: 'Call us today. You'll all sleep better tonight.'

5 • AN ADVERTISING PLAN AND BUDGET

The experts say the key to successful advertising is repetition, repetition - did we say repetition? Plan an ad schedule and budget that places smaller ads more frequently, instead of larger ads once or twice a year. Keep your product or business visible!

6 • AD TEMPLATES FOR UPDATED CONTENT

Many of our advertisers ask us to create a template for their ads - a design that stays the same but offers space for new content issue to issue. Real estate businesses, stores with week-to-week specials, and entertainment venues all make use of this service.

Need help with your ad plan? Contact us for a chat and a quote!

Bill Bradshaw Quadra Real Estate

NEW LISTING \$385,000: GOWLLAND HARBOUR POST & BEAM HOME

• Main level open floor plan kitchen/dining/living room with 10 foot ceilings and wood finish • Doors from dining/living room lead to new 600 sq ft wrap around deck • Upper floor has master bedroom and studio with ladder up to octagonal tower • Warm and sunny 0.92 acre lot with well treed perimeter • 5 minute drive from services in Quathiaski Cove and Heriot Bay



Your Island Realtor®
billbradshaw@royallepage.ca
www.quadraestate.ca

250-285-3293

ROYAL LEPAGE
ADVANCE REALTY



Put yourself in our place!

An excellent business opportunity awaits you in a newly renovated open concept space in Cove Centre. Sound interesting? Come and view the space and bring your ideas. Call Kim and Ed at 285-3138 for more information.

This bright upper level space in Cove Centre is an ideal location for a profitable fitness centre, yoga studio, or a facility for combined activities.

Situated above Book Bonanza, the 1435 sq ft space features natural light, maple floors, a mirrored wall with carpeted perimeter, and raised ceiling heights.

Recent renovations include multiple lighting options, air conditioning, wiring for high speed internet, and a private rear entrance.



The owners are pleased to work with interested parties to help ensure a successful business venture.

Join us Saturday May 5 from 11am to 1pm (before the library's grand opening)



J TOELLE CONSTRUCTION LTD



BUILDING FOR & EMPLOYING ISLANDERS SINCE 1980

- ★ Green energy rated
- Custom & budget homes
- Resort buildings
- Commercial buildings
- Cost effective design

BC LICENSED RESIDENTIAL BUILDER
10 YEAR NEW HOME WARRANTY

OFFICE: 250 285 3783
MARSHALL TOELLE: 250 204 5111
MATT GRISWOLD: 250 204 2878

Above: Private home, energy rating ★ 81

SEE MORE OF OUR PROJECTS AT www.jtoelle.com

CanDoServices

250.285.2874 Clément Colombain



Home maintenance
Lawn and garden care
Seasonal clean-up
Storm checks and repair

candoservices@live.ca