

Ajax-Pickering's Decision-Makers delivered right to your desk!

It's easier and more affordable than you think!

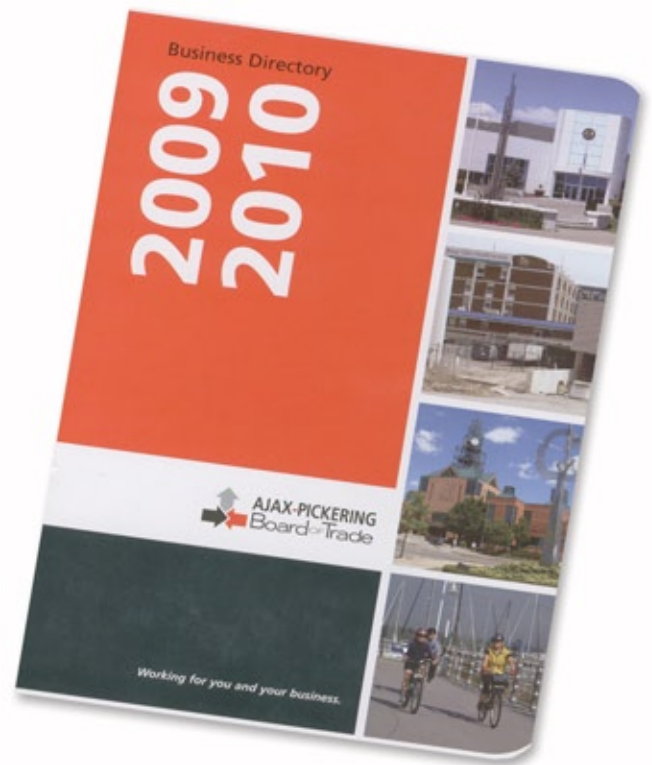
2010 - 2011 Business Directory Advertising Opportunities!

Every year, the Board of Trade's Business Directory enables Members to do business with hundreds of other Board of trade Members. It's one of the most important reference tools for building your business in the Ajax-Pickering area.

The annual Directory is delivered not only to your office, but also directly to every other Board of Trade Member as well.

Will you make the most of this marketing opportunity? Or just let it go by?

With advertising rates starting as low as \$240 for an entire year's exposure. The Board of Trade Directory offers one of the most effective and affordable ways to showcase your products and services in greater detail.



Find out more about how this year's Directory can help YOU succeed!

David McGrew, Annual Directory Team Tel: 905-686-0883 Ext. 226 directory@apboardoftrade.com

2010 - 2011 Business Directory Advertising Rates & Artwork Requirements



| | | | | |
|--|---|---|---|---|
| SOLD OUT | SOLD OUT | | | |
| \$2,000 <input type="checkbox"/> | \$2,000 <input type="checkbox"/> | \$1,650 <input type="checkbox"/> | \$1,200 <input type="checkbox"/> | \$1,485 <input type="checkbox"/> |
| Cover: Full Page Colour Trim: 6" x 9" Bleed: 6.25"W x 9.25"H Type Safety: .375" | Int.Covers: Full Page Colour Trim: 6" x 9" Bleed: 6.25"W x 9.25"H Type Safety: .375" | Tab: Full Page Colour Trim: 5.25" x 8" No Bleed | Tab: Half Page Colour Trim: 5.25" x 4" No Bleed | Full Page Colour Trim: 5" x 8" No Bleed |

| | | | |
|---|--|--|--|
| \$900 <input type="checkbox"/> | \$650 <input type="checkbox"/> | \$345 <input type="checkbox"/> | \$199 <input type="checkbox"/> |
| Half Page Colour Horizontal Trim: 5"W x 4"H | 1/3 Page Colour Horizontal Trim: 5"W x 2.625"H | 1/6 Page Colour Horizontal Trim: 2.5"W x 2.625"H | Micro Ad Colour Trim: 2.375"W x 1"H |

DIGITAL FILES

Our graphics department can accept files from the following programs: Quark Xpress V7 or lower (.qxd) Illustrator CS4 or lower (.eps, .ai, .pdf) Photoshop CS4 or lower (.tif, .jpg, pdf) Microsoft Word (when supplying text only)

When possible please supply ad in the format in which it was originally created. Logos and graphics supplied in word files or from web pages (.gif) are low resolution and will print fuzzy. We do not have Power Point or Publisher and can not open files from these programs (.pub, .ppt).

All photos & scans must be 300 dpi at approximately the size that they will appear in the directory. All computer files must be accompanied by an appropriate proof (colour proof for colour ad, etc.) or the publisher cannot be held responsible for errors.

MATERIAL FOR SCANNING

Logos supplied for scanning should appear on a light unpatterned background. Photos should be original. Pre-screened photos (from magazines or brochures) do not reproduce well.

FONTS

Where possible convert any fonts in art files to outlines or curves. All fonts used in ads must be included. If you send Windows files the fonts will be substituted for the closest available Mac font.

Please be aware that the directory will be produced with QuarkXpress on a Mac.