



TOWNSHIP OF MUSKOKA LAKES 2019 COMMUNITY GUIDE

BOOK YOUR AD NOW

Please submit the Community Guide Advertising Form to **Corey Moore** via e-mail cmoore@muskokalakes.ca. Limited advertising space available. Please send all Ad Material via e-mail. If you need ad creation, contact the Township Media contact.

DEADLINES

Booking: January 31, 2019
Artwork: February 8, 2019
Ad Proof: February 22, 2019
Publication: April 4, 2019

ADVERTISING INFORMATION

Company Name: _____
 Phone: _____
 Address: _____
 E-mail: _____



Size	Bleed Size +(.125")	Trim Size (actual)	Rate (+ tax)
Full Page (Inside Cover)	8.75" W x 11.25"H	8.5" W x 11" H	\$600
Full Page (Inside Back Cover)	8.75" W x 11.25"H	8.5" W x 11" H	\$600
Full Page (Interior)	8.75" W x 11.25"H	8.5" W x 11" H	\$500
Half Page Horiz. (1/2)	N/A	7.5" W x 4.875"H	\$300
Half Page Vert. (1/2)	N/A	3.625" W x 9.75"H	\$300
Quarter Page (1/4)	N/A	3.625" W x 4.75" H	\$150

6,000 Copies!

DIGITAL SPECIFICATIONS

- Ads must be submitted in one of the two following formats:
Hi-Res PDF with all fonts converted to outlines or flattened TIFF
- PDFs must be sized appropriately and be distilled at a minimum of 300 ppi.
- PDF files must have all fonts embedded and should be self-contained and ready to place with no extraneous components.
- Files sent as flattened TIFF files should have all registration marks included. TIFF files should be sized appropriately and at 300 ppi in resolution.
- The above file types should be sent in CMYK.

MEDIA CONTACT

Corey Moore, Communications & Economic Development Specialist
cmoore@muskokalakes.ca • (705) 765-3156 x 215



THE TOWNSHIP OF MUSKOKA LAKES
 P.O. BOX 129, 1 BAILEY ST., PORT CARLING, ONTARIO, P0B 1J0
 (705) 765-3156 • WWW.MUSKOKALAKES.CA



TOWNSHIP OF MUSKOKA LAKES 2019 COMMUNITY GUIDE

AGREEMENT TERMS

1. Space is limited. Advertisements will be placed on a first-come, first-served bases. There are no position guarantees.
2. Advertisers who have booked an ad, but do not provide materials by the materials deadline date of **February 8, 2019** will be subject to cancellation.
3. The Township of Muskoka Lakes assumes no liability for errors or omissions in advertisements provided by the advertiser.
4. Materials may not be changed after submission except at the discretion of the Township of Muskoka Lakes. No material will be changed after the materials deadline date.
5. The advertiser agrees not to make any claims or statements in the advertising that would in any way imply endorsement by the Township of Muskoka Lakes.
6. Advertisements are accepted and published on the representation of the Advertiser or agency that they are authorized to publish the subject matter, copy and graphics. The Advertiser and/or agency, in consideration for publication of the advertisement, agree jointly and severally, to indemnify and hold harmless the Township of Muskoka Lakes from any liability, loss and expense, including court costs and attorney fees, arising out of the publication of the advertisement. Such indemnification shall include (but is not limited to) any claim or lawsuit for libel, plagiarism, copyright or trademark infringement, invasion of privacy, or any other claim that derives from the content.
7. The Advertiser acknowledges and agrees that circulation estimates are historically derived, and that the Township of Muskoka Lakes does not guarantee circulation will be exactly as estimated. Actual circulation may be more or less than estimated.
8. **Payment:** The Township of Muskoka Lakes will send an invoice. Payment terms are 30 days from the date of production, April 4, 2019.

AUTHORIZATION: *I contract irrevocably with the Township of Muskoka Lakes on behalf of and authorized by my company, to place the indicated advertisement and agree to the terms and conditions above and on the document of Terms.*

I have read and understood all of the above terms and conditions.

Print Name: _____ Date: _____

Our organization/company will provide an electronic, high-resolution print-ready ad.

Note: Personal information contained on this form is collected pursuant to the Municipal Freedom of Information and Protection of Privacy Act, M.56, R.S.O. 1990 and will be used for the sole purpose that it has been collected. Questions about this collection should be directed to the Clerk, Township of Muskoka Lakes, Box 129, Port Carling, ON, P0B 1J0. (705) 765-3156.



THE TOWNSHIP OF MUSKOKA LAKES
P.O. BOX 129, 1 BAILEY ST., PORT CARLING, ONTARIO, P0B 1J0
(705) 765-3156 • WWW.MUSKOKALAKES.CA