

# Advertising in Umbrella

## 2 sample ad sizes and how much they will cost

Prices in effect as of September 1, 2010.

Please note: ads can be any size but we ask they adhere to the column widths of 3" wide or 6.5" wide or 10" wide and any depth up to 15"

Quinte Arts Council, 36 Bridge St. E., Belleville, ON K8N 2Z5  
613-962-1232 fax 613-962-7163 qac@quinteartscouncil.org www.quinteartscouncil.org

This ad space is 3" wide & 5" long.  
**3 x 5 = 15 square inches**

**QAC Members** pay:

15 x \$4.00 = **\$60**

**Non-Members** pay:

15 x \$5.00 = **\$75**

**Premium Placement -**

If it were on **page 3**:

**Members 15x\$5 = \$75.00**

Non-Members 15x\$6.25 = \$93.75

If it were on the **back page**:

**Members 15x\$8 = \$120.00**

Non-Members 15x\$10 = \$150.00

**SAVE MONEY with 6-Ad Discount**

If you buy **6 ads** within a year:

**Members 15x\$3.5 = \$52.50**

Non-Members 15x\$4.50 = \$67.50

Prices adjust accordingly re: Premium Placement

Add HST to all prices.

This ad space is 6.5" wide & 5" long.  
**6.5 x 5 = 32.5 square inches**

**QAC Members** pay:

32.5 x \$4.00 = **\$130**

**Non-Members** pay:

32.5 x \$5.00 = **\$162.50**

**Premium Placement -**

If it were on **page 3**:

**Members 32.5x\$5 = \$162.50**

Non-Members 32.5x\$6.25 = \$203.13

If it were on the **back page**:

**Members 32.5x\$8 = \$260**

Non-Members 32.5x\$10 = \$325.00

**SAVE MONEY with 6-Ad Discount**

If you buy **6 ads** within a year:

**Members pay 32.5x3.5 = \$113.75**

Non-Members pay 32.5x4.50 = \$146.25

Prices adjust accordingly re: Premium Placement

Add HST to all prices.

## Column Widths & Deadlines

These are just examples, **ads can be any size** as long as they adhere to the column rule; columns are 3" wide and there are 3 columns per page, so ads must be either **3" wide, 6.5" wide or 10" wide**. They can be any length, from 1" to 15".

The **deadline** to reserve ad space is always the first Friday of the month before publication. For example, the deadline for the January/February issue is the first Friday of December.