

Umbrella Advertising

NEW PRICES (as of September 1, 2010)

All prices are per square inch (psi) unless otherwise noted

QAC MEMBER PRICES

Basic price: **\$4.00** per square inch (psi)
Buy 6 consecutive ads: \$3.50 psi

Premium location

Page 3: \$5.00 psi
Page 3 & buy 6 consec. ads*: \$4.40 psi
Back page: \$8.00 psi
Front page banner: \$137.50 flat rate

NON-MEMBER PRICES

Basic price: **\$5.00** per square inch (psi)
Buy 6 consecutive ads: \$4.50 psi

Premium location

Page 3: \$6.25 psi
Page 3 & buy 6 consec. ads*: \$6.65 psi
Back page: \$10.00 psi
Front page banner: \$167.50 flat rate

***PLEASE NOTE: If you buy 6 ads for the discount, they do not have to be the same ad.**

Advertising in *Umbrella* is a cost-effective way to reach an important audience.

Despite the rising costs of production and distribution, we've kept the rates affordable. The newspaper is (usually) 24 pages and is printed on a high-quality white paper (Premium 80). We print 5,000 copies and mail more than 1,000 directly to people who request it. The other 4,000 are distributed throughout Quinte and across the province.

Sizes: All ads *must* conform to our column width (3 columns at 3 inches each) therefore ads must be either 3" wide, 6.5" wide or 10" wide and can be any depth up to 15".

Deadlines: The deadline to reserve a space is always the first Friday of the month before publication. Umbrella is published 6 times per year, starting with the January/February issue. So, for example, the **deadline for the May/June issue is the 1st Friday in April.**

Ad Formats: Ads can be sent by email as a JPG, TIF or PDF. If you cannot send an ad already made, we can design and build it at no cost to QAC members. It is preferable that ad information be provided (text and graphics) electronically; however, we can scan graphics in-house.

Book your space by contacting Carol Bauer at 613-962-1232 ext. 26 or carol@quinteartscouncil.org.

Articles, Media Releases, Spotlights: It is preferable that you email these items (carol@quinteartscouncil.org).

Photographs: Photographs should be at least 300 dpi resolution to ensure good quality.

Calendar Items (free arts events listings): Send your arts event by deadline for inclusion in the Calendar section (these events are also included in our Two Month Calendar on website www.quinteartscouncil.org). Events listings should be no more than 100 words.

**QUINTE ARTS COUNCIL WWW.QUINTEARTSCOUNCIL.ORG
36 BRIDGE ST. EAST, P.O. BOX 22113, BELLEVILLE ON K8N 2Z5
TEL: 613-962-1232 FAX 613-962-7163 QAC@QUINTEARTSCOUNCIL.ORG**