

Markham Life.

Markham Life:
A New Face in
the Community



Dear Advertiser,

Markham Life was launched in 2009 as Markham's official publication. Markham Life is all about our recreation and culture programs, our libraries, events and more.

Markham Life gives you a chance to promote your business and/or service. It provides a highly effective communication vehicle reaching all demographic sectors within our unique and diverse community.

Markham Life is published four times a year - Fall, Winter, Spring, and Summer - and is delivered directly to Markham households with additional copies available at community centres, libraries and cultural sites.

Don't miss this great opportunity!
BOOK NOW for one issue or for the whole year!

5 Reasons to Advertise Your Business or Service in Markham Life!

- Affordable and cost effective in Markham's most comprehensive publication
- Markham Life has a 3 month shelf life in the home. Published 4 times/year
- Residents of neighbouring communities in and around Markham want our publication
- Distributed to all homes throughout Markham, Unionville, Milliken and part of Thornhill
- Distributed throughout all Libraries, Cultural and Recreational Facilities



**For more information on advertising please call:
905.477.7000 ext. 2510 or email advertising@markham.ca**

Organization:	Postal Code:
Contact Name:	Phone Number:
Address:	Mobile Number:
City:	Fax Number:
Province:	E-Mail:

Rate Card

<input type="checkbox"/> FP Outside Back Cover \$4,750	<input type="checkbox"/> FP Inside Front Cover \$4,295	<input type="checkbox"/> FP Inside Back Cover \$4,295
<input type="checkbox"/> Full Page \$1,795	<input type="checkbox"/> 1/2 Page vertical \$925	<input type="checkbox"/> 1/2 Page horizontal \$925
<input type="checkbox"/> 1/4 Page \$525	<input type="checkbox"/> Business Card \$295	<input type="checkbox"/> Preferred Placement (add 10%)

Other/Specialities

<input type="checkbox"/> Inside Cover Double Page Spread \$6295	<input type="checkbox"/> Tip In \$5,500*
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* TIP-IN: Advertiser must supply printed materials and must comply with specifications at time of printing.

Booking & Advertising Deadlines

	<input type="checkbox"/> Spring 2011	<input type="checkbox"/> Summer 2011	<input type="checkbox"/> Fall 2011	<input type="checkbox"/> Winter 2011
Booking Deadline	Nov. 10, 2010	Feb. 23, 2011	June 1, 2011	Sept. 1, 2011
Artwork Deadline	Dec. 1, 2010	Mar. 16, 2011	June 22, 2011	Sept. 22, 2011
In-Home Delivery	Jan. 29, 2011	Apr. 23, 2011	July 30, 2011	Oct. 30, 2011
Valid from	Feb. - Apr. 2011	Apr. - July 2011	Aug. - Oct. 2011	Nov. - Jan. 2012

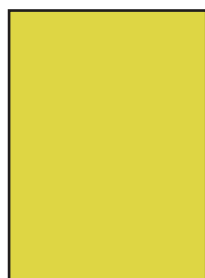
Advertising Agreement: By signing this agreement, I confirm that I wish to place an advertisement in the following issue(s) of Markham Life magazine:
 '11 Spring '11 Summer '11 Fall '11 Winter published by the Town of Markham. I agree to submit electronic or camera ready artwork, based on Town of Markham specifications and as per the deadlines provided. I further agree to pay in full all charges within 30 days of receipt of invoice and that any unpaid charges bear interest at 1.25% per month. I also warrant and represent that the Town owns the intellectual property rights, including copyright, in the material, including artwork, once submitted.

Cancellation Policy: Any cancellation of advertisement placements must be received in writing 45 days or more prior to the in-home delivery date of the next Markham Life Issue in order to receive a 100% refund. Cancellations received more than 30 days and less than 45 days prior to the in-home delivery date of the next Markham Life Issue will be charged 50% of the cost of the ad. Any cancellations received less than 30 days prior to the in-house delivery date will be charged the full cost of the advertisement. Failure to submit artwork by press time will be considered a cancellation of the ad placement and will be subject to the above cancellation policy. In the event that the size of ad is reduced, the above cancellation policy will apply on the portion eliminated.

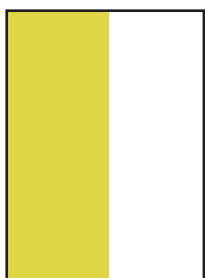
Print Name:	Date of Agreement:
Signature:	For your convenience, we accept credit cards. Ask about our pre-authorized payment option



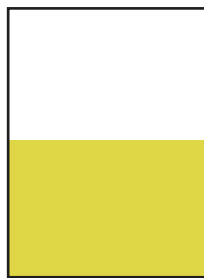
All signed contracts to be faxed to : 905-475-4741
 For more information contact: c/o Roger Burelle Tel: 905-477-7000 ext. 2510 Email: advertising@markham.ca



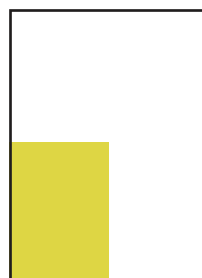
Full page
6.75" x 9.75"



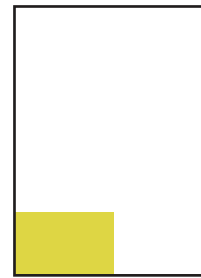
1/2 page Vertical
3.25" x 9.75"



1/2 page Horizontal
6.75" x 4.75"



1/4 page
3.25" x 4.75"



Business Card
3.25" x 2"

Submission Requirements

Advertising rates quoted are based on ads being provided by the advertiser as specified. Electronic files must conform to specifications – see checklist below.

No bleeds allowed (back cover advertising excepted). All inside ads appear with Markham Recreation Guide header & footer on page.

All ads are 4/C. We do not assume responsibility for colour matching.

All ads must be accompanied by colour output.

Electronic Ad Specifications

All ads being supplied electronically must be supplied in MAC format. The preferred formats for electronic ads are AI, EPS, Hi-res PDF. To ensure trouble-free production of your advertisement, please complete the following check-list and return it with your disk:

Ads must be provided in one of the following formats Adobe InDesign (CS4 or lower), AI, EPS or PDF (300 dpi minimum, embed or outline all fonts.)

Ads must be created to exact ad sizes as provided. Only one ad per file.

No spot colours may be used. All spot colours must be converted to CMYK equivalents.

All support files must be provided (logos, illustration files and scans).

All FONTS must be outlined.

All black text should be in black only, not CMYK.

SCANS – for full colour ads, all scans must be hi-res (minimum 300 dpi) and in CMYK Format. Save in tiff (no LZW compression), eps (not 5-part DCS) or JPG (maximum quality).

Scans should be re-sized in photo editing programs and placed in file at 100% – do not scale in layout application. ILLUSTRATOR FILES – all linked images must be provided separately, all spot colours converted to CMYK equivalents from within the illustration program.

Acceptable media include CD-ROM and DVD. (See address at bottom of page)

How to Submit Artwork via email:

Please email all artwork to: advertising@markham.ca

How to Submit Artwork via FTP:

For files over 5mb, please call Roger for FTP upload information at 905-477-7000 ext. 2510.

Ad Assembly Services:

Ads can be designed in-house for advertisers who do not have supplied artwork. Advertisers will be charged according to the price guide below.

New Ad Design:

¼ page \$95.00 minimum

½ page \$145.00 minimum

1 page \$195.00 minimum

Biz Card \$45.00 minimum (Ads assembled from copy and images supplied by client)

Edits To Existing Ad Material:

\$25.00 minimum

An "Ad Assembly Contract" must be completed for all ad assembly services.