




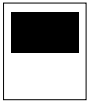
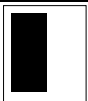
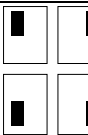

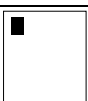
# Smoke Signals

JACK'S LAKE LIFE

## Print and Digital Advertising Rates – updated

2/27/19

Circulation: 500 JLA Members  
Distribution: January 2019 and June 2019

| ADVERTISEMENT SIZE   |  |   | WINTER OR SUMMER ONLY (1x) |        | WINTER AND SUMMER (2x) |        | DIMENSIONS   |
|--|--|---|----------------------------|--------|------------------------|--------|--------------|
|  |  |   | Black & White              | Colour | Black & White          | Colour |              |
| Cover Ads (Colour Only)  | Outside Back Winter & Summer                     |    | N/A                        | N/A    | N/A                    | \$560  | 8 ½ W x 11 H |
|  | Inside Front/Inside Back Rotated Winter & Summer |    | N/A                        | N/A    | N/A                    | \$525  | 8 ½ W x 11 H |
| Inside Page Ads  | Full Page  |    | \$350                      | \$500  | \$335                  | \$475  | 8 ½ W x 11 H |
|  | Half Page Horizontal                             |   | \$195                      | \$275  | \$175                  | \$260  | 7 ½ W x 5 H  |
|  | Half Page Vertical                               |  | \$195                      | \$275  | \$175                  | \$260  | 3 ½ W x 10 H |
|  | Quarter Page Vertical                            |  | \$115                      | \$200  | \$105                  | \$195  | 3 ½ W x 5 H  |
|  | Business Card Horizontal                         |  | \$65                       | \$110  | \$60                   | \$100  | 3 ½ W x 2 H  |
|  | Business Card Vertical                           |  | \$65                       | \$110  | \$60                   | \$100  | 2 W x 3 ½ H  |
| BIG BOX Digital Ads January – June 2019 & July – December 2019 See Digital Rate Card |  |   |                            |        |                        |        |              |
| Supplied Inserts/Supplements – Rates available upon request                          |  |   |                            |        |                        |        |              |

FOR SPECIFICATIONS PLEASE SEE OVER...

# Smoke Signals

## JACK'S LAKE LIFE

### **Print Artwork Specifications:**

Trim size: 8 1/2 x 11  
Bleed size: 8 3/4 x 11 1/4  
Live space (safety): 7 x 10

### **Print Artwork Submissions:**

- By e-mail or FTP Account
- Preferred file formats:
  1. PDF
  2. 300 d.p.i. TIF, JPG, or EPS

### **Digital Ad Specifications:**

Format: JPG  
Dimensions: 230 PX Wide 160 PX High  
Colour Space: RGB  
DPI: 72

### **Please note:**

- Photo submissions must be 300 d.p.i at 100% (high resolution photos); anything lower than this (including 72 d.p.i. images from the internet) is not considered a high enough print quality and will appear bitmapped or blurry
- Extra charges for resizing, resolution or other art production changes required to fit advertising specifications - \$25. per 1/2 hour minimum charge
- Cancellation charges will apply after March 14 and October 14
- for design at reasonable rates, please contact:

Lindsay Halcovitch

[perfectperception@gmail.com](mailto:perfectperception@gmail.com)

### **MATERIAL DUE**

Summer April 15, 2019

Winter October 15, 2019

To reserve ad space and submit print material,  
please email your advertising representative.