



BACK IN THE BAY



RATE SHEET

AD CHOICES	RATE
Full cover with bleed	\$1,000
Full page	\$700
1/2 page	\$400
1/4 page	\$250

STRATEGIC DISTRIBUTION

- 5,000 print magazines circulated monthly.
- Free distribution samples go to different parts of North Bay
- Businesses advertising in Back in the Bay Magazine get priority delivery of magazines
- Various retail outlets will be selling copies of the magazines for \$5 (HST included) at the same time other distribution points have sample copies available for free
- Subscriptions are delivered throughout North Bay with one to five copies delivered by mail, in-person or pick-up

FULL BLEED COVER AD

Front inside cover
Back inside cover
Back cover

8.5" X 11"

FULL PAGE AD

7.25" X 9.75"

1/2 PAGE AD HORIZONTAL

7.25" X 4.75"

1/2 PAGE AD VERTICAL

3.5" X 9.75"

1/4 PAGE AD VERTICAL

3.5" X 4.75"

1/4 PAGE AD HORIZONTAL

7.25" X 2.25"

BACK IN THE BAY MAGAZINE ADVERTISEMENT CONTRACT

Business name: _____

Contact: _____ Phone: _____ Email: _____

Address: _____

City: _____ Prov: _____ PC: _____

Check if billing is same as above

Billing Address: _____

City: _____ Prov: _____ PC: _____

ADVERTISING RATES

AD CHOICES		RATE
Full cover with bleed		\$1,000
Full page		\$700
1/2 page	<input type="checkbox"/> Vertical <input type="checkbox"/> Horizontal	\$400
1/4 page	<input type="checkbox"/> Vertical <input type="checkbox"/> Horizontal	\$250
HST# 780 678 546 RT0001 (13%)		
TOTAL		

PAYMENT:

Please make cheque payable to
Back in the Bay Magazine and mail to:

Back in the Bay Magazine

176 Lakeshore Drive, Suite 3,
North Bay ON P1A 2A8

For more info:

Gary Davison, Advertising Sales

Tel: 705-303-5253

Email: magazine@backinthebay.ca

www.backinthebay.ca

ARTWORK AND PROOF DEADLINES:

Artwork for advertisements is required by the 15th of the month unless arranged otherwise.

DESIGN: Advertisers are responsible for providing logos, photos and content. All files must be submitted electronically in pdf, 300 dpi jpg or EPS formats to magazine@backinthebay.ca

TERMS: Payment for each monthly placement is due within 30 days of the date of this contract prior to subsequent placement in future editions. Prepaid bookings subject to cancellation surcharge of 40%. Your signature indicates an understanding and agreement to comply with the terms and conditions of this contract.

Signature: _____ Date: _____