

# TOFINO TIME

## ADVERTISING RATES FOR THE YEAR 2006

### DISPLAY Advertising

#### 2006 MONTHLY DISPLAY AD RATES

Book your ad for 3-12 months to receive a discount of 5-15%. Invoices are issued monthly, first time advertisers are required to submit payment in advance. Prepay your ad for 3-12 months for a total discount of up to 20%.

#### NUMBER OF MONTHLY INSERTIONS

	1	3	6	12
Prebook & save	5%	10%	15%	20%
Prepay & save	10%	15%	20%	

A	THREE QUARTER PAGE AD			
	600	\$570	\$540	\$510
Prepaid rate		\$540	\$510	\$480

B	HALF PAGE VERTICAL AD			
	\$410	\$390	\$370	\$350
Prepaid rate		\$370	\$350	\$330

C	FIFTH PAGE VERTICAL			
	\$195	\$185	\$175	\$165
Prepaid rate		\$175	\$165	\$155

D	SIXTH PAGE VERTICAL AD			
	\$160	\$155	\$145	\$135
Prepaid rate		\$145	\$135	\$125

E	EIGHTH PAGE VERTICAL AD			
	\$105	\$100	\$95	\$90
Prepaid rate		\$95	\$90	\$85

F	FIFTH PAGE SQUARE AD			
	\$195	\$185	\$175	\$165
Prepaid rate		\$175	\$165	\$155

G	EIGHTH PAGE HORIZONTAL			
	\$105	\$100	\$95	\$90
Prepaid rate		\$95	\$90	\$85

H	DIRECTORY BANNER AD			
	\$85	\$80	\$75	\$70
Prepaid rate		\$75	\$70	\$65

FOR FULL COLOUR ADS (CMYK) ADD 50%

### EVENT LISTINGS IN THE COMMUNITY CALENDAR

Community Calendar event listings are free of charge. If you are hosting or producing an event you want to submit for posting, please fax us at (250) 725.4469 or submit your listing via email to events@tofinotime.com. We reserve the right to edit listings for brevity and clarity and do not guarantee placement due to availability of space. Get events in early! Deadline for event listings is the 15th of the month previous to the event.

### COMMUNITY DIRECTORY

Community Directory Listings are sold as yearly memberships for \$250 per year. For less than \$25 per month your listing is exposed to more than 175,000 potential customers. Perfect to supplement your online advertising with a bit of traditional marketing and to boost your website hits. A cost effective way to reach the right mix of customers.

### CIRCULATION & DISTRIBUTION

TofinoTime Magazine is being published 12 times per year with the goal of promoting Tofino as a four season destination. Highlighting events during all seasons will promote Tofino and its activities during the quieter time of the year, filling a gap in marketing opportunities. TofinoTime is published with a guaranteed circulation averaging 15,000 copies per month. For more information on pickup locations and distribution please read "Why advertise with us?" on the enclosed document.

### MEDIA REQUIREMENTS

TofinoTime Magazine is printed web offset, with a halftone screen setting of 85lpi. Ads are available in Black & White and CMYK Process Colour. Please book colour ads early due to limited availability. Artwork can be accepted as digital files only. We support the following file formats: More than anything else we prefer Adobe Illustrator files, in Macintosh or PC format, and Illustrator EPS files. We can also work with Quark Xpress files in Macintosh or PC format, version 4.1 or earlier. Include all fonts or convert type to outlines. Please do not send us any Microsoft Publisher files. We cannot work with them. Nobody can.

### ADVERTISING DEADLINES

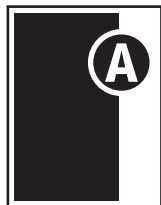
All advertising must be booked and artwork submitted by the 15TH of the month for subsequent insertion. Advertising rates are posted in Canadian Dollars. Rates do not include GST.

### PREBOOK, PREPAY & SAVE

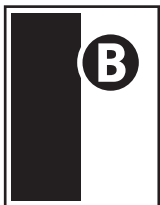
Prebook your display ads for three to twelve months and receive up to 15 per cent off the regular rate, prepay your three to twelve month contract and save up to 20 per cent. Please refer to the table on the left for the applicable monthly rates. Invoices are issued monthly, unless you choose the prepay option to maximise your advertising dollar.

Please make cheques payable to: ThinkTank Design Inc.

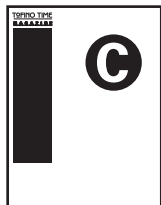
**DEMAND ON ADVERTISING SPACE IS HIGH, ALL ADS ARE BOOKED ON A FIRST COME - FIRST SERVED BASIS. AD SPACE IS NOT GUARANTEED UNTIL PAYMENT IN FULL HAS BEEN RECEIVED**



**Three Quarter Page**  
5 1/2" x 9 3/4"  
Black & white  
or full colour



**Half Page Ad**  
3 5/8" x 9 3/4"  
Black & white  
or full colour



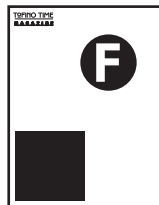
**Fifth Page Vertical Ad**  
2" x 6 7/8"  
Black & white  
or full colour



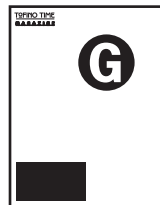
**Sixth Page Vertical**  
2" x 5 1/4"  
Black & white  
or full colour



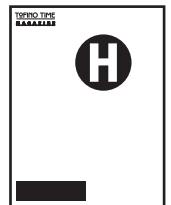
**Eighth Page Vertical**  
2" x 3 3/8"  
Black & white  
or full colour



**Fifth Page Square**  
3 5/8" x 3 5/8"  
Black & white  
or full colour



**Eighth Page Horizontal**  
3 5/8" x 2"  
Black & white  
or full colour



**Directory Banner Ad**  
3 5/8" x 1"  
Black & white  
in the directory