

**Deadlines by Issue:**  
**Spring - January 31**  
 Fall - June 30  
 Winter - November 1



**Macdonald-Headingley**  
 RECREATION DISTRICT

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**2022 Advertising Reservation Form**

**Advertiser**

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

Town/City: \_\_\_\_\_

Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Number of Issues per year: (1, 2 or 3) \_\_\_\_\_

Signature: \_\_\_\_\_

*Payment can be made by cheque to MHRD on a per issue basis. An invoice will be provided once Guide is printed. Payment is due on receipt.*



| Size                       | Ad Dimensions (Approximate) | Rate - 1X, 2X or 3X Fall, Spring and/or Winter Issues | Cost per issue Based on # of issues |
|----------------------------|-----------------------------|---|-------------------------------------|
| <b>Full Page-Inside</b>    | 8" x 10.5"                  | \$550/\$500/\$450                                     |                                     |
| <b>Cover-Outside Back</b>  | 8.25" x 10.75"              | \$1100/\$1000/\$900                                   |                                     |
| <b>Cover-Inside Back</b>   | 8" x 10"                    | \$825/\$775/\$725                                     |                                     |
| <b>Cover-Inside Front</b>  | 8" x 10"                    | \$825/\$775/\$725                                     |                                     |
| <b>1/2 Page Horizontal</b> | 7.5" x 4.5"                 | \$300/\$275/\$250                                     |                                     |
| <b>1/2 Page Vertical</b>   | 3.75" x 9.75"               | \$300/\$275/\$250                                     |                                     |
| <b>1/4 Page Horizontal</b> | 7.5" x 2.5"                 | \$155/\$150/\$145                                     |                                     |
| <b>1/4 Page Vertical</b>   | 3.75" x 4.5"                | \$155/\$150/\$145                                     |                                     |
| <b>Business Card</b>       | 3.75" x 2"                  | \$70/\$65/\$60  |                                     |

*Space is limited and booked on a first-come, first-serve basis. Ads are printed on glossy paper in full CMYK colour. Ads must be provided in jpeg or pdf format with pictures set for high resolution of at least 300 dpi output. To prevent page elements from being too close to the page edge and/or at risk of being cut off, it is advised to keep any important text or artwork no closer than 1/4" to page edge. Please email ad to us. If jpeg or pdf format is not available, please call to arrange production options. For example, submitting a business card for scanning.*