



# NORTH SUPERIOR PUBLISHING

## 2022 ADVERTISING RATES / SPECS

Ad Size	Casual	3 Issues	6 Issues	12 Issues	Dimensions
		(price listed is per month)			
Full Page	\$1275	\$1225	\$1175	\$1125	10.25" x 15.5"
1/2 Page	\$750	\$725	\$700	\$650	Vert. 7.75" x 10.5" • Hor. 10.25" x 7.75"
1/4 Page	\$475	\$450	\$425	\$400	Vert. 5.00" x 7.75" • Hor. 7.50" x 5.25"
1/8 Page	\$275	\$250	\$235	\$225	Vert. 2.00" x 7.75" • Hor. 5.00" x 4.00"
1/16 Page	\$175	\$160	\$150	\$140	Vert. 2.00" x 4.00" • Hor. 5.00" x 2.00"

FOR FULL COLOUR ADS PLEASE ADD \$150 PER AD.

Rates listed are per issue.

### ADDITIONAL SERVICES

**INSERTS \$139.00 per one-thousand.**

(weight & route restrictions may apply)

### THUNDER BAY BUSINESS

Distributed monthly, though out the year, by Canada Post to every business and office address in Thunder Bay.

### 2022 PUBLICATION TOPICS

January .....	Fitness
February .....	RRSP's
March .....	Forestry/Mining
April .....	Transportation
May .....	Construction
June .....	Report On Thunder Bay
July .....	Manufacturing
August .....	Environment
September .....	Education
October .....	Aboriginal Business
November .....	Health
December .....	Technology

### ARTWORK SUBMISSION

Please note North Superior Publishing uses a Mac operating system featuring Quark Express, Adobe InDesign and Photoshop.

Artwork can be submitted for publication as PDF, JPG or TIFF files. PDF is best.

North Superior Publishing features an on staff Graphic Designer available to customize and build your ad.

Please provide your images, logo and original copy allowing for 2-3 business days for ad design and proof to be provided.

Inserts are also available upon request.  
Please contact us for more information.

**RESERVE YOUR AD PLACEMENT BY CALLING (807) 629-7599**

## GREAT OUTDOORS

HOTELS, RESTAURANTS, ATTRACTIONS, ACTIVITIES & MORE!

Featuring two of our most popular seasonal topics:

Northwestern Ontario

**SNOWMOBILE NEWS**

**GOLFING NEWS**  
YOUR GOLF RESOURCE

Our newest publication, Great Outdoors, is distributed monthly throughout the year using an outlet system of over 125 points from Kenora to Wawa, south to Duluth and Thunder Bay. Popular seasonal topics are featured throughout the year.

Scott A. Sumner, Publisher and Editor

Sherry Aalto, Feature Writer

Miranda Bolt, Ad Designer

### Advertising Information

Sylvia Gomez, Marketing / Sales Manager - 807-629-7599

[sylvia@northsuperiorpublishing.com](mailto:sylvia@northsuperiorpublishing.com)

### NORTH SUPERIOR PUBLISHING INC.

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[www.NorthSuperiorPublishing.com](http://www.NorthSuperiorPublishing.com)



# NORTH SUPERIOR PUBLISHING

Thunder Bay, ON P7A 0E7

THUNDER BAY  
**BUSINESS**

**GREAT OUTDOORS**  
HOTELS, RESTAURANTS, ATTRACTIONS, ACTIVITIES & MORE!

**fax: 807-623-7515**

tel: 807-623-2348

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## ADVERTISING CONTRACT

Today's Date:	Publication: <input type="checkbox"/> <b>Thunder Bay Business</b> <input type="checkbox"/> <b>Great Outdoors</b>
Company Name:	Contact:
Address:	Phone:
Web Address:	Sales Rep:

### AD INFO

Ad Size: <input type="checkbox"/> <b>Full Page</b> <input type="checkbox"/> <b>1/8 Page</b>	Ad Colour: <input type="checkbox"/> <b>Full Colour</b> <input type="checkbox"/> <b>Black &amp; White</b>	Ad Price Per Insertion: \$	# of Insertions:
<input type="checkbox"/> <b>1/2 Page</b> <input type="checkbox"/> <b>1/16 Page</b>		Months: <input type="checkbox"/> Jan <input type="checkbox"/> Feb <input type="checkbox"/> Mar <input type="checkbox"/> Apr <input type="checkbox"/> May <input type="checkbox"/> Jun <input type="checkbox"/> Jul <input type="checkbox"/> Aug <input type="checkbox"/> Sep <input type="checkbox"/> Oct <input type="checkbox"/> Nov <input type="checkbox"/> Dec	
<input type="checkbox"/> <b>1/4 Page</b> <input type="checkbox"/> <b>Box</b>			

### AD DESIGN / SUBMISSION INFORMATION AND DEADLINE

Ad Design Required: <input type="checkbox"/>	Production Ready Ad will be Supplied (no proof required): <input type="checkbox"/>
Ad Proof: <input type="checkbox"/> <b>Email</b> <input type="text"/>	Submission Deadline: <input type="text"/>
<input type="checkbox"/> <b>Fax</b> <input type="text"/>	

Ad Design Services are free of charge with the purchase of your ad. Please submit your ad information and content, including logos, to your sales representative. Production ready artwork is to be submitted in PDF, JPG or TIF format.

**ART DEADLINES:** When using complimentary ad design service we ask that you submit ad content and logos as soon as possible after booking space. An ad proof will be sent to you for review.

*\* It is the responsibility of the advertiser to submit ad content or production ready art. Failure to submit ad approval or production ready art prior to, or on deadline date will result in an ad being produced on your behalf and published in order to satisfy the terms of the North Superior Publishing Inc. Advertising Contract.*

### AGREEMENT

The undersigned hereby authorizes you to publish/produce graphic design services or marketing advertising services for which the undersigned agrees to pay you in accordance with a rate supplied to the undersigned. I have the authority to bind the corporation in debt of payment. Additional terms and conditions are below, all of which are made a part hereof.

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

As per:

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

Date: \_\_\_\_\_

#### Term and Conditions

- North Superior Publishing Inc. reserves the right to cancel this agreement at anytime, in which event the advertisers shall pay for all space/work used at the rates in effect to the date of this agreement.
- North Superior Publishing Inc. reserves the right to revise or reject any advertisement or design project which it deems objectionable in text or illustration, or that is detrimental to its business.
- All accounts for advertising under this agreement are due on a net 30 day basis and are payable at the office of North Superior Publishing Inc. An interest rate of 2% per month (per annum, 26.72%) will be charged on all overdue accounts.
- North Superior Publishing Inc. reserves the right to increase rates at anytime upon 15 days notice in writing, and all contracts accepted subject to this reservation. The advertiser reserves the right to cancel this agreement at any date upon which higher rates are made effective by North Superior Publishing Inc.
- North Superior Publishing is not responsible for any errors, omissions or misprints of any advertisements in their publications. If a significant error, omission or misprint is made the corrected advertisement will be rerun at no extra cost to the advertiser.
- The client agrees to actively participate in, cooperate with and contribute to the performance of the agreement and supply all necessary content required pertaining to the said agreements. Failure to provide production ready artwork or ad content on or prior to deadline date above will result in an appropriate ad being produced by North Superior Publishing Inc. and published in order to satisfy the terms of this contract.
- All materials and artwork produced by North Superior Publishing Inc. remains the property of North Superior Publishing Inc.
- The location of the advertisement provided by this agreement shall be at the direction of North Superior Publishing Inc.
- No verbal agreements shall be recognized.
- This contract supersedes all previous contracts relating to advertising.
- All ads must be published in the specified publication within a 12 month period from the publishing date stated herein, unless otherwise stipulated.
- Time is of the essence in this agreement.

#### AD DIMENSIONS

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#### INSTRUCTIONS or SKETCH AREA