# NORTH SUPERIOR PUBLISHING

# **2024 ADVERTISING RATES / SPECS**

Ad Size	Casual	3 Issues	6 Issues	12 Issues	Dimensions
		(price l	isted is per m	nonth)	
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.

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.

#### 2024 PUBLICATION TOPICS

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

#### Rates listed are per issue.

#### **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** 

Scott A. Sumner, Publisher and Editor Miranda Bolt, Ad Designer

#### Advertising Information

Sylvia Gomez, Marketing / Sales Manager - 807-629-7599 sylvia@northsuperiorpublishing.com

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

Featuring two of our most popular seasonal topics:

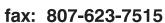


Our newest publication, Great Outdoors, is distributed monthly throughout the year using an outlet system of over 125 points from Kenora to Wawa, south to Duluth and Thunder Bay. Popular seasonal topics are featured throughout the year.

NORTH SUPERIOR PUBLISHING INC.

Thunder Bay, ON P7A 0E7 tel: (807) 623-2348 fax: (807) 623-7515 email: nspinc@tbaytel.net

www.NorthSuperiorPublishing.com



www.NorthSuperiorPublishing.com

NORTH	SUPERIOR
PUBI	LISHING

# tel: 807-623-2348

THUNDER BAY BUSINESS GREAT OUTDOORS HOTELS, RESTAURANTS, ATTRACTIONS, ACTIVITIES & MORE!

Thunder	Bav.	ON	P7A	0E7
manaoi		••••		· - ·

ADVERTISING	CONTRACT

Today's Date:	Publication: Thunder Bay Busi	siness Great Outdoors		
Company Name:		Contact:		
Address:		Phone:		
Web Address:		Sales Rep:		
AD INFO				
Ad Size: Full Page 1/8 Pag 1/2 Page 1/16 Pag 1/4 Page Box		Ad Price # of Per Insertion: Months: Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec		
AD DESIGN / SUBMISSION INFORM	ATION AND DEADLINE			
Ad Design Required:		Production Ready Ad will be Supplied (no proof required):		
Fax		Submission Deadline:		
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. <b>ART DEADLINES:</b> 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 art 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				
with a rate supplied to the undersigned. I have hereof.		ng advertising services for which the undersigned agrees to pay you in accordance ayment. Additional terms and conditions are below, all of which are made a part		
Company Name:				
As per:	Signature:	Date:		
<ul> <li>space/work used at the rates in effect to the date of</li> <li>North Superior Publishing Inc, reserves the right to r text or flustration, or that is detirimental to its busine</li> <li>All accounts for advertising under this agreement an Inc, An interest rate of 2% per month (per anum, 2/</li> <li>North Superior Publishing Inc, reserves the right to is subject to this reservation. The advertiser reserves the effective by North Superior Publishing Inc.</li> <li>North Superior Publishing inc, reserves the effective by North Superior Publishing inc.</li> <li>North Superior Publishing into responsible for any significant error, omission or misprint is made the content required pertaining to the said agreements. I above will result in an appropriate ad being produce contract.</li> <li>All materials and artwork produced by North Superior</li> <li>The location of the advertisement provided by this a</li> <li>No verbal agreements shall be recognized.</li> <li>This location of the advertisement provided by this a</li> </ul>	evise or reject any advertisement or design project which it deems objectionable in Ss. e due on a net 30 day basis and are payable at the office of North Superior Publishis 7.2%) will be charged on all overdue accounts. Increase raites at anytime upon 15 days notice in writing, and all contracts accepte the right to cancel this agreement at any date upon which higher rates are made errors, omissions or misprints of any advertisements in their publications. If a orrected advertisement will be rerun at no extra cost to the advertiser. e with and contribute to the performance of the agreement and supply all necessary railarute to provide production ready artwork or ad content on or prior to deadline dat d by North Superior Publishing Inc. and published in order to satisfy the terms of th or Publishing Inc, remains the property of North Superior Publishing Inc, greement shall be at the direction of North Superior Publishing Inc.	3hing       32 Page       Vert. 7.75 × 10.5 • Hor. 10.25 × 7.75         1/4 Page       Vert. 5.00" × 7.75" • Hor. 7.50" × 5.25"         1/8 Page       Vert. 2.00" × 7.75" • Hor. 5.00" × 4.00"         1/16 Page       Vert. 2.00" × 4.00" • Hor. 5.00" × 2.00"         INSTRUCTIONS or SKETCH AREA		