



Toronto Pagan Conference 2008, Walk the Talk Advertising Application Form

Business Name: _____

Address: _____

City/Town: _____ Province: _____ Postal Code: _____

Phone Number: _____ Fax: _____ Email address: _____

Alternate Contact Info: _____

ADVERTISING DEADLINE FOR ARTWORK SUBMISSION & PAYMENT IS Feb 11th, 2008.

Ad Size	Quantity	Price	TOTAL
BLACK AND WHITE:			
All Ads must be sent print ready and in Black and White. Ad sizes are in inches. Please see attached spec sheets for further information. Includes Website Banner Ad.			
Full Page (8 1/2 x 11)		\$160.00	\$
Half Page (8 1/2 x 5 1/2)		\$80.00	\$
Quarter Page (4 1/4 x 5 1/2)		\$50.00	\$
Business Card (3 1/2 x 2)		\$30.00	\$
COLOUR:			
All Ads must be sent print ready and in Colour. Ad sizes are in inches. Please see attached spec sheets for further information. Includes Website Banner Ad.			
INSIDE FRONT COVER – Full Page Ad		\$200.00	\$
INSIDE FRONT COVER – Half Page Ad		\$100.00	\$
INSIDE BACK COVER – Full Page Ad		\$200.00	\$
INSIDE BACK COVER – Half Page Ad		\$100.00	\$
BACK COVER – FULL PAGE AD ONLY		\$300.00	\$
TOTAL			\$

For Payment, make your cheque or money order to:

Amy Taylor (with TPC 2007 Ads in the memo line) or online through PayPal on our website.

Mail your Advertising Application Form and Payment to:

**Amy Taylor, RE: Toronto Pagan Conference
47 Edgemont Street North
Hamilton, Ontario
L8H 4C7**

Payment Terms: Payment is due at time of placement. Payment is accepted in the form of cheque, money order, cash or credit/debit cards accepted through PayPal.

Advertiser copies: All advertisers receive a full copy of the program (not tear sheets) in which their advertisement is placed.

Terms and conditions: We reserve the right to decline any advertiser or specific advertisement at our sole discretion. In consideration of the acceptance of the advertisement, the advertiser must indemnify and hold the Toronto Pagan Conference harmless against any expense arising from claims or actions against the advertiser because of the publication of the contents of the advertisement. Rates and units of space subject to change by Toronto Pagan Conference.

ADVERTISING SPECIFICATIONS

Materials

We accept the following formats (PC format only)

- TIF, PDF (preferred) or JPEG. 400 dpi, greyscale. All ads must be accompanied by a high-quality laserprint for proofing. No responsibility will be assumed for ad files submitted without a proof.
- High quality, black and white laserprints at 100% final size. No inkjet copies, please, as we cannot guarantee high quality reproduction for inkjet artwork.

General Guidelines for Preparing Your Ad

To avoid production charges, your digital artwork dimensions must conform to our ad sizes, standards, and specifications. All graphic elements should be saved in TIF format, and provided greyscale or bitmap mode.

Photographic images should be 400 dpi (dots per inch). Line art should be 600 dpi. Do not use images downloaded from the Internet as these often have lower resolutions not suitable for print.

Submitting Your Ad

- *VIA EMAIL*. You may submit your ad via email attachment; you will receive an email address to send your file to when you reserve your space. (Ads may be sent VIA EMAIL to Amy Taylor at amy@torontopagan.org, but as this is a publicly published email address it receives a great deal of spam and the necessary spam filters we have installed can slow or even accidentally delete your file.) Files of less than 2 MB can be emailed without compression.
- *VIA DISC*. Files of any size may be submitted on CD-ROM. Include a high-quality laserprint for proofing. For mail delivery, send to: **Toronto Pagan Conference Advertising, c/o Amy Taylor, 47 Edgemont Street North, Ontario, L8H 4C7.**
- *ON PAPER*. Ads may be submitted on paper to our postal or courier service addresses as directed above. See above for specifications. Please do not attempt to send display ads via fax.

Deadline for Advertising Submissions.

- Please submit your Ad artwork and payment by **February 11th 2008**. Ads received after Feb 11th will not be accepted as we will have finalized our program format for printing. Sorry, no exceptions.

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ADVERTISING FAQs

Do I design my own ad?

Yes. Toronto Pagan Conference is not responsible for the design of your Ad. If you do not have graphic design experience, we recommend that you hire a professional. You are paying good money to represent your product/business in our pages; using a professional designer for your advertisement is a wise investment.

What if there's an error in my ad?

If we find an error in your file, we will notify you as soon as possible. There are many sources of possible errors including missing graphics, improperly embedded fonts and down-res'd graphics. If we find an error we will notify you as soon as possible and ask for a new file.

Does your preprint procedure catch all file-related problems that might cause my ad to be printed in a way I don't expect?

No. While our preprint procedures will catch many potential problems, we can't read your mind, nor can we be held responsible for errors made in creating your ad. You are responsible for proofing your own ad.

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