



## High Country News Submission and Publishing Dates for 2017

Thank you for your ongoing article and advertising support for the High Country News. The paper is an important medium for community groups, organizations, and businesses to connect with the residents in our local communities.

### Publishing and Submission Schedule for 2017

Submission deadline for 2017 will be the 15<sup>th</sup> of the month. Distribution to Canada post will be the first Wednesday of the month.

- **February** publication submission deadline: Jan 15 – Canada Post Distribution Feb 1
- **March** publication submission deadline: Feb 15 - Canada Post Distribution Mar 1
- **April** publication submission deadline: Mar 15 – Canada Post Distribution April 5
- **May** publication submission deadline: Apr 15 - Canada Post Distribution May 3
- **June** publication submission deadline: May 15 - Canada Post Distribution May 31
- **July** publication submission deadline: Jun 15 - Canada Post Distribution July 5
- **August** publication submission deadline: Jul 15 - Canada Post Distribution Aug 2
- **September** publication submission deadline: Aug 15 - Canada Post Distribution Sep 6
- **October** publication submission deadline: Sep 15 - Canada Post Distribution Oct 4
- **November** publication submission deadline: Oct 15 - Canada Post Distribution Nov 1
- **December** publication submission deadline: Nov 15 - Canada Post Distribution Dec 6
- **January 2018** publication submission deadline: Dec 15 - Canada Post Distribution Jan 3

**Please note the submission and article guidelines below.**

### Advertising Submissions

- Preferred ad format: Black & White/Greyscale PDF at 200 dpi
- Will also accept ads in QuarkXpress, and Photoshop
- Please ensure ad dimensions are accurate
- Photo resolution should be in grayscale at 200 dpi
- If graphic layout is required, contact [highcountrynews@telus.net](mailto:highcountrynews@telus.net)

### Article Submissions

- Send as a Word document, as an attachment
- Photos for articles should be sent in their original jpeg format, preferably at 200 dpi
- Photos should be sent as an attachment
- When emailing, or mailing text, please do not use all caps
- Letters to the editor **must** be signed by the writer

### Free Classifieds

- Please be brief (as this is a free service); do not use all caps
- Email submissions to [highcountrynews@telus.net](mailto:highcountrynews@telus.net)
- Mail to High Country News, PO Box 476, Bragg Creek T0L 0K0

### Commercial Classifieds

- Once the ad content is received, the text will be formatted to determine the number of lines and a cost will then be quoted

### Community and Charitable/ Non Profit Organization Advertising

- Community news articles are published at no charge.
- Community events can be advertised in a display ad, up to 1/3 page, for free.
- Discounts on larger ads are negotiable.
- Non-profit or charity groups within the circulation of this publication will be negotiated



## Business Profile

The Business Profile Feature is available to any business within the circulation of this publication. The requirement is that the profile be accompanied by an ad (business card or larger). Maximum length two-thirds page - approximately 750 words. Content of profile subject to editing by publisher (owner will be contacted, if this is necessary).

### Outline (written by owner) might include:

- information about owner(s)
- history of store/business
- what services/products are offered
- what might be unique about services/products
- location/description of store/business
- hours of operation
- what, if any, community support the business offers

You may want to consider advertising a “special” to coincide with the profile.

## Informational Articles

- Informational articles submitted by businesses must be accompanied by an ad (business card or larger).
- The articles must be generic in content, not a further promotion of the individual business.
- Maximum length one-half to two-thirds page – approximately 500 – 750 words.

## Advertising rates and ad sizes (in inches) are as follows (GST is extra):

<b>Full Page</b> (7w x 9.5h)	\$540.00
<b>2/3 Page</b>	\$380.00
Vertical (4.65w x 9.1h)	
Horizontal (7w x 6.05h)	
<b>1/2 Page</b>	\$290.00
Vertical (4.65w x 6.8h)	
Horizontal (7w x 4.5h)	
<b>1/3 Page</b>	\$190.00
Square (4.65w x 4.5h)	
Vertical (2.25w x 9.1h)	
Horizontal (7w x 2.95h)	
<b>1/4 Page</b>	\$155.00
Vertical (3.45w x 4.5h)	
Horizontal banner (7w x 2.2h)	
Horizontal (4.65w x 3.35h)	
<b>1/6 Page</b>	\$115.00
Vertical (2.25x 4.5h)	
Horizontal (4.65 x 2.2h)	
<b>Business Card</b> (3.5 x 2)	\$75.00
<b>Commercial Classifieds</b>	\$16.00/4 line minimum
<b>Back Page Listing:</b>	\$96.00/year
Layout Charges - <i>1st 30 minutes included in ad charge</i>	\$75.00/hour

## Payment

- There is a 10% discount for a consecutive three-month commitment
- There is a 15% discount for a consecutive six-month commitment.
- *Discounts on longer commitments are negotiable.*
- For new customers, payment must accompany ad. Once a customer is established with the High Country News, invoices are emailed for the current advertising and **must be paid prior to the next issue's publication.**
- **Visa, Mastercard & Amex accepted.**