

Abstract Marketing Inc. 216 King Street West - Upper, Chatham ON N7M 1E5

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CK Senior Magazine

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Issue #35 featured above.

Circulation: 5,000 print + online publication portal at www.ckseniormag.ca

Distribution: 11 Senior Centres in the Municipality (Blenheim, Bothwell, Chatham, Pain Court, Morpeth, Merlin, Thamesville, Ridgetown, Wallaceburg, Tilbury, Wheatley). High traffic areas (municipal service centres, libraries, grocery stores, hotels in the Chatham-Kent area) and all participating businesses.

NOTE: In the event we have a fourth wave of Covid-19 at the time of distribution, the magazines will be inserted into a local newspaper.

Distribution Date: This publication will be printed three times a year.

Issue #36: Summer 2022 (Deadline AD & Editorial: Friday, July 29, 2022)

Issue #37: Fall 2022 (Deadline AD & Editorial: Friday, October 7, 2022)

Issue #38: Winter 2022 (TBD)

Magazine Rates:

1/8 Page:	\$215.00	Book into 2 consecutive issues (without optional editorial) and receive a
		10% discount per issue. Book into 3 consecutive issues (without optional
Banner Ad:	\$320.00	editorial) and receive a 15% discount per issue.

1/4 Page: \$320.00 + 170 (approx.) words, print ready editorial

1/2 Page: \$495.00 + 350 (approx.) words, print ready editorial

Full Page: \$870.00 + 700 (approx.) words, print ready editorial

Inside Covers: \$980.00 + 700 (approx.) words, print ready editorial

Back Cover: \$990.00 + 700 (approx.) words, print ready editorial

* Editorial is optional and given at no extra charge with ad. Placement is not guaranteed to run alongside your advertisement.

Centre Spread: \$1320.00

The above rates include all graphic design, and full process colour. All editorial must be provided by the above date and will be proofed by our editing department.

AD's produced by Abstract Marketing are for the use of Abstract Marketing publications <u>ONLY</u>, and are not to be distributed to any third party. If you require a print ready version of your advertisement for personal use, please contact us directly.

Please send any electronic information regarding this project to: **Jim Loyer (Coordinator):** jim@abstractmarketing.ca

Magazine Rates:

<u>Imagery:</u> Imagery supplied to us should be in a large format (stock images or images taken

on a personal camera) and not pulled from the web. Please avoid embedding the

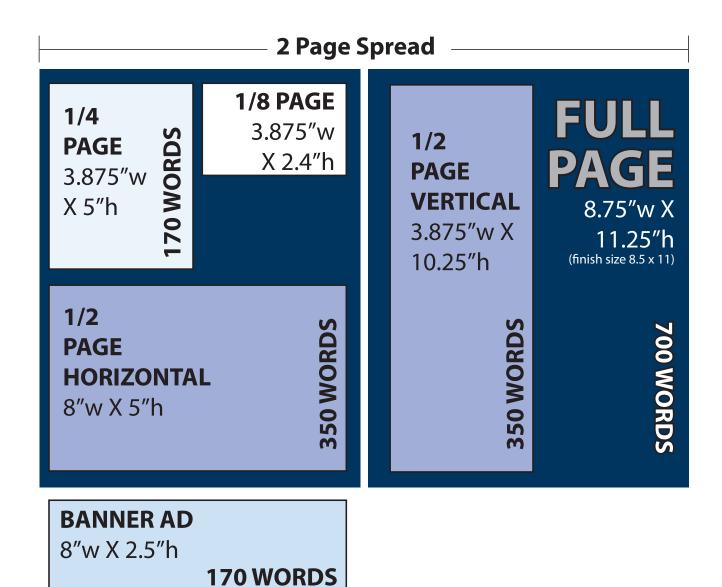
images in a word document.

<u>Logos:</u> Vector files are preferred. Vector file has an .ai or .eps extension. Other

acceptable formats are .jpg, .pdf and .tiff. Please avoid embedding logos in a

word document.

Editorial: All editorial must be submitted in a word document, email or Text Edit file.



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