

# Your 2012 Advertising Planning Guide

ENGAGING CONTENT  
LOYAL READERS  
SUCCESSFUL ADVERTISERS



# IN THE HILLS



## Increase your impact at [www.inthehills.ca](http://www.inthehills.ca)

Your ad in In The Hills magazine includes an annual categorized listing on our website with a direct click to yours.

### Web Display Ads

Your display ad in In The Hills magazine entitles you to a **50% discount** on your display ad at [inthehills.ca](http://inthehills.ca). Ask your sales representative about our web display rates.

### Terms

Payment is due on order.  
Visa and MasterCard accepted.  
All charges are subject to HST.

### Creative services

Advertising creative services are charged at \$50 per hour.

## In The Hills' 2012 advertising deadlines

SPRING	SUMMER	AUTUMN	WINTER
February 3	May 11	August 6	October 12
PUBLICATION	PUBLICATION	PUBLICATION	PUBLICATION
Late March	Mid June	Mid September	Mid November

## 2012 Advertising Rates (\$net) per insertion

Ad size	W x H in inches	1x	2x	3x	4x
Full page	9 1/2 x 12	\$ 3150	3024	2895	2770
Full with bleed	10 3/4 x 13 1/2	\$ 1970	1890	1810	1770
Half vertical	4 5/8 x 12	\$ 1225	1175	1135	1095
Half horizontal	9 1/2 x 5 7/8	\$ 750	720	690	660
Quarter vertical	2 3/16 x 12	\$ 440	420	405	390
Quarter square	4 5/8 x 5 7/8	\$ 3300	3160	3030	2900
Eighth vertical	2 3/16 x 5 7/8	\$ 3500	3360	3220	3080
Eighth horizontal	4 5/8 x 2 13/16	\$ 220			
Sixteenth	2 3/16 x 2 13/16	\$ 165			
Inside covers	10 3/4 x 13 1/2				
Back cover	10 3/4 x 13 1/2				
Marketplace	3 x 1 1/2				
Marketplace	3 x 1				

## In The Hills' distribution area

42,000 households in Caledon, Erin, Dufferin, Orangeville & Creemore

To advertise, contact one of our sales representatives:



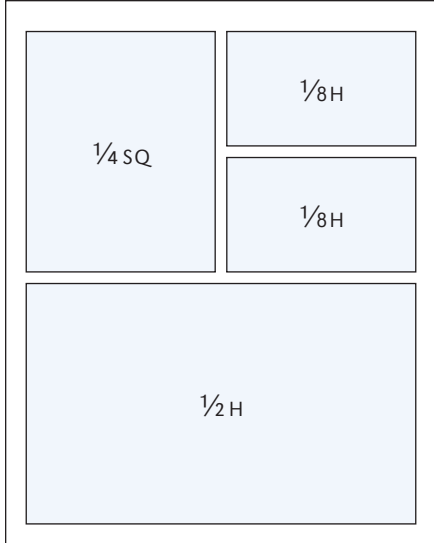
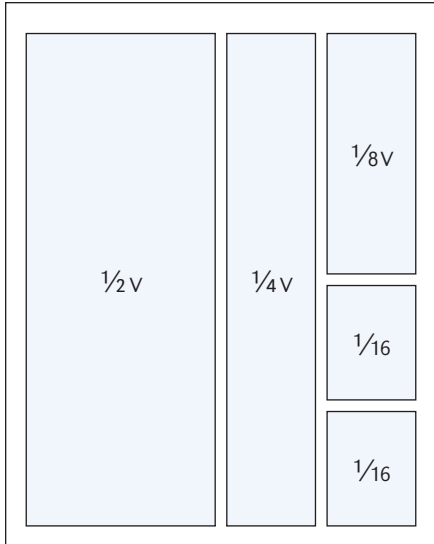
**Roberta Fracassi**  
Home office 519-942-9944  
[roberta@inthehills.ca](mailto:roberta@inthehills.ca)  
Orangeville, Shelburne,  
Creemore, areas N of Hwy 9



**Sarah Aston**  
Home office 519-940-4884  
[sarah@inthehills.ca](mailto:sarah@inthehills.ca)  
Caledon, Bolton, Erin  
and areas S of Hwy 9



# IN THE HILLS



In The Hills is published by  
**MonoLog Communications Inc.**  
 RR 1, Orangeville ON L9W 2Y8  
 519-942-8401  
 Fax 519-940-9266  
 info@inthehills.ca  
 www.inthehills.ca



## Your 2012 Advertising Planning Guide

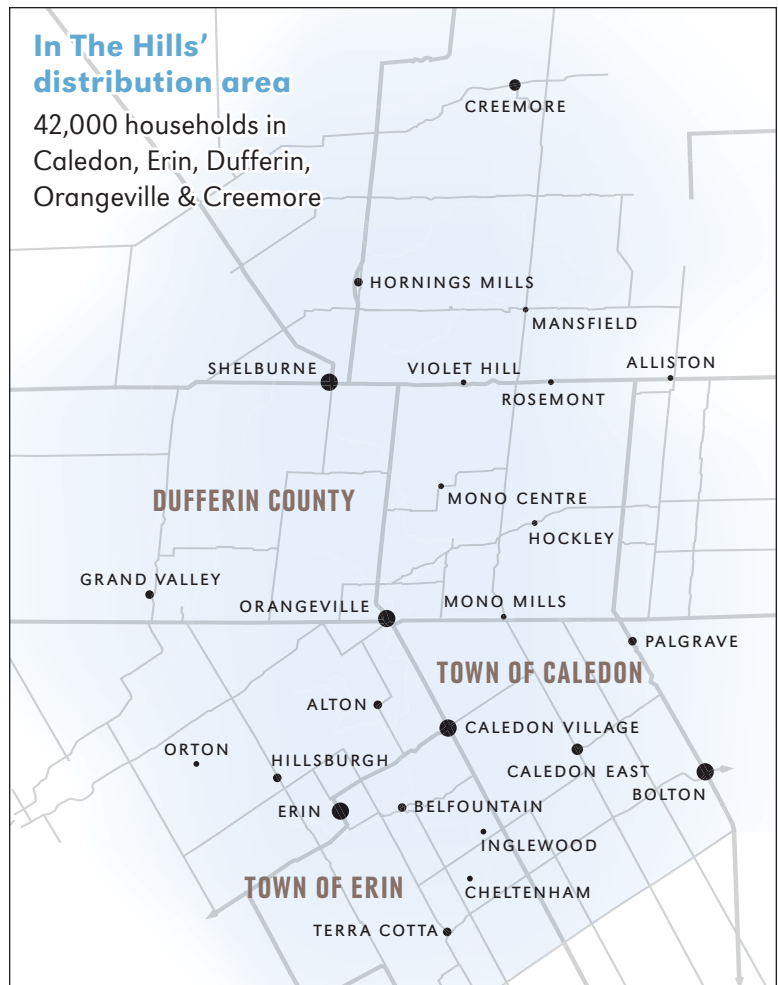
### Electronic requirements

**Press-ready, high-resolution Acrobat pdf preferred;** also InDesign, Illustrator, Photoshop. Supply ads at actual size and identify advertiser in filename. Ensure that fonts are embedded or included, and that images have sufficient resolution and have been converted to CMYK. CMYK and greyscale images require a minimum resolution of 300 dpi at 100% final size; bitmap images, 800 dpi at 100% final size. Supply images as eps, tif or maximum quality jpg. Please note, RGB and other colour formats will be converted to CMYK, in which case colour accuracy cannot be guaranteed.

Email final files to kim@wallflowerdesign.com or supply to ftp via an upload utility such as Fetch, Cyberduck or FileZilla (protocol: sftp; host: files.wallflowerdesign.com; user: wfupload; password: wfupload). Call Kim at 416-270-8024 with technical questions. Not for ad sales.

If supplying digital photos, refer to your owner's manual to adjust your camera's settings to the largest size and highest quality. Supply original files, without resizing or otherwise altering the image(s).

**To advertise, contact Roberta Fracassi or Sarah Aston.**



IMAGES ON OBVERSE : Chickadee by Robert McCaw; "Bare Bones" by Rosemary Hasner; Carl Cosack by Jason Van Bruggen; cover by Shelagh Armstrong.