

Tourism Middlesex...WE'RE ON THE WAY



Advertising Rate Sheet

Circulation: 25,000 copies • Printed: March 2010 • Deadline: Dec 31, 2009

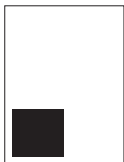
Tourism Guide Distribution:

- 60% sent to travel information centres and tourism related businesses in Southern Ontario, Greater Toronto Area, & Michigan.
- 40% distributed locally to regional tourism businesses (accommodations, campgrounds, attractions, shops, etc).

The 2010 Middlesex...We're On The Way Tourism Guide will feature an expanded directory section to include: Shop & Dine, Parks & Recreation, Golf, Accommodations, Arts & Culture, Agri-Tourism, Festivals & Events, and Heritage.



Business Card
3.5" x 1.5"



1/6 Page
3.5" x 3.25"



1/4 Page
3.5" x 4.75"



1/2 Page
7.125" x 4.75"



Full Page
8.125" x 10.75"

Ad Size	Dimensions	Price
Basic Listing	(details below)	\$25.00
Enhanced Listing	(details below)	\$100.00
Business Card Size	3.5" x 1.5"	\$150.00
1/6 Page	3.5" x 3.25"	\$250.00
1/4 Page	3.5" x 4.75"	\$400.00
1/2 Page	7.125" x 4.75"	\$650.00
Full Page	8.125" x 10.75" Bleed: 8.485" x 11.11"	\$1100.00
Inside Back Cover	8.125" x 10.75" Bleed: 8.485" x 11.11"	\$1250.00
Outside Back Cover	8.125" x 10.75" Bleed: 8.485" x 11.11"	\$1500.00

SOLD

Apple Land Station
329 Richmond St, Dorchester P: (519) 268-7794
www.applelandstation.com
Strawberries, apples, pumpkins, squash, gourds (see ad page 7)

Bycraft Gardens
11062 Sinclair Drive, Middlesex Centre
P: (519) 666-2927



Bycraft Gardens has been in operation since 1999. We specialize in growing perennials, herbs, grasses, annuals and hanging baskets. Our nursery stock; trees, shrubs and roses bushes are Ontario grown. Stop in and visit our display gardens, you may also purchase a fresh bouquet of cut flowers.

Crinklaw Maple Products
4570 Westminster Dr, London P: (519) 457-4550
www.crinklawmaplesyrup.com
Maple syrup, maple butter & maple sugar

Cruncan Brothers Orchards
23778 Richmond St N, London P: (519) 519-666-0286
Apples, peaches, pears, cider honey, jams & jellies

(sample advertisement)

ALL ADS WILL BE FULL COLOUR ON GLOSSY PAPER
Space is limited. Bookings will be accepted on a first-come basis.
All ads include a free basic listing on www.middlesextourism.ca

- Basic Listing**
(company name, address, phone, website)
- Enhanced Listing**
(company name, address, phone, website, 1" colour photo, 50 word)

Advertising Deadline:
Dec 31, 2009
Space is limited - Book now.

COMMUNITY FUTURES DEVELOPMENT CORPORATION OF MIDDLESEX COUNTY
22423 Jefferies Road, Unit 6, R.R. 5, Komoka, ON, N0L 1R0
Phone: 519.641.6100 Fax: 519.641.6288
www.cfdcmiddlesex.on.ca www.middlesextourism.ca

2010 Middlesex...We're On The Way Tourism Guide Advertising Order Form

Contact Name: _____ Date: _____
 Company Name: _____ Phone: _____
 Billing Address: _____ Fax: _____
(street address, city, postal code) _____
 Email: _____

Method of Payment: Cash Cheque (Payable to: CFDC of Middlesex County)
 Mastercard Visa

Cardholder: _____ Signature: _____
 Card Number: _____ Expiry Date: _____

Ad Size/Dimensions	Price
<input type="checkbox"/> Basic Listing	\$25.00
<input type="checkbox"/> Enhanced Listing	\$100.00
<input type="checkbox"/> Business Card Size 3.5" x 1.5"	\$150.00
<input type="checkbox"/> 1/6 Page 3.5" x 3.25"	\$250.00
<input type="checkbox"/> 1/4 Page 3.5" x 4.75"	\$400.00
<input type="checkbox"/> 1/2 Page 7.125" x 4.75"	\$650.00
<input type="checkbox"/> Full Page 8.125" x 10.75" Bleed: 8.485" x 11.11"	\$1100.00
<input type="checkbox"/> Inside Back Cover 8.125" x 10.75" Bleed: 8.485" x 11.11"	\$1250.00
<input type="checkbox"/> Outside Back Cover 8.125" x 10.75" Bleed: 8.485" x 11.11"	\$1500.00
TOTAL	\$ _____

Terms & Conditions:

1. All Orders must be received by December 31, 2009.
2. The Advertiser agrees to submit advertising artwork by the deadline, December 31, 2009.
3. Advertisers will be invoiced upon receipt of order form. Payment is due 30 days from invoice.
4. CFDC reserves the right to decide the position of each advertisement in the 2010 Middlesex Tourism Guide. CFDC is not responsible for revising or editing supplied materials. However, in the event that advertising material submitted by the Advertiser does not conform to technical specifications, CFDC will decide if it is necessary to adjust the ad to meet the technical specifications.
5. Errors or Omissions - The advertising will appear in the 2010 Middlesex...We're On The Way Tourism Guide. Any errors or omissions are the responsibility of the Advertiser. CFDC will provide a proof and the Advertiser must review their ad and approve artwork no later than January 31, 2010.

Digital Specifications for Electronic Files:

1. Acceptable ad formats include high resolution (300 dpi or greater) .pdf, .eps files, or .tif files that are created in Adobe Acrobat (8 or lower), Adobe Illustrator (CS3 or lower), or Adobe Photoshop (CS3 or lower). All .pdf files must be distilled as high resolution (300 dpi) and embedded with all fonts and images. All full colour images must be CMYK format. Black and white images must be grayscale format - RGB images are not acceptable. Files must be collected for output and must include all support images, files and fonts.
2. Electronic files must be accompanied by a full colour digital proof, along with contact name, phone number and email address of advertiser.
3. Any changes to submitted ad require a new file sent, along with a new proof.

Fax Orders: 519.641.6288

Email Orders: publications@cfdcmiddlesex.on.ca

ALL ADS WILL BE FULL COLOUR ON GLOSSY PAPER
 Space is limited. Bookings will be accepted on a first-come basis.

Circulation: 25,000 copies • Printed: March 2010

COMMUNITY FUTURES DEVELOPMENT CORPORATION OF MIDDLESEX COUNTY

22423 Jefferies Road, Unit 6, R.R. 5, Komoka, ON, N0L 1R0

Phone: 519.641.6100 Fax: 519.641.6288

www.cfdcmiddlesex.on.ca www.middlesextourism.ca