

MEDIA KIT 2011

Main Street

Markham / Unionville

Quality Community Publishing.



This is our 9th year as an independent community publisher. Over that time, we have earned a reputation for producing a high quality magazine to its select readership in Markham and Unionville. It also presents local organizations and business with a truly unique and affordable advertising alternative.

Our Value Proposition

- Community-based, respected editorial content
 - Targeted circulation to 25,000 select households in Markham/Unionville
- Flexible placement options to meet any budget
 - Multiple insertion discounts

Contact us at:

Tel: 905.477.6558

Fax: 905-477-6558

Email: advertising@mainstreetnews.ca

Web: www.mainstreetnews.ca

Advertising Rates

Unionville & Markham - 25,000 Households

FULL COLOUR

	1x	2x	4x	6x
Full Page	\$1625	1485	1325	1200
Business Review (Full Page Advertorial)	\$1625	1485	1325	1200
1/2 Page Horizontal/Vertical	\$950	890	795	700
1/4 Page	\$550	500	450	400
1/4 Page Marketplace	\$425	375	350	325
Back Cover	\$2025	1825	1625	1450
Inside Front Cover	\$1800	1650	1475	1300
Centre Spread	\$1700	1560	1400	1225

Additional Services

Basic ad creation services are provided free of charge.
We also offer special insertions.
Please call us for more information and pricing.

Electronic Guidelines

Acceptable File Formats

- QuarkXPress up to V7.01
- Adobe Illustrator up to CS4
- Adobe Photoshop up to CS4
- Adobe Acrobat up to V9
- Adobe InDesign up to CS4
- Adobe PDF press ready with embedded fonts and CMYK colour space

AD SIZES

OPTION	WIDTH	DEPTH
Full page (bleed)	8.25"	11.125"
Full page (live area)	7.125"	9.875"
1/2 page vertical	3.4375"	9.875"
1/2 page horizontal	7.125"	4.8125"
1/4 page	3.4375"	4.8125"
Page Size	8.125"	10.875"

Submissions

- Compressed file MUST include all supporting graphic files, logos, and postscript fonts.
- Do not rename fonts. Make sure that both the screen fonts and the printer fonts are included.
(Failure to complete any or all of these tasks can result in undesirable results.) NO TRUE TYPE fonts.
- Font substitution may be necessary to correct some problem files.
- Resolution should not exceed 300 dpi for CMYK images or 600 dpi for black and white bitmap.
- All colour should be converted to CMYK.

Files may be sent to :

Email: adfiles@mainstreetnews.ca

FTP: bounce.ftpassess.cc
Username: ftpaccess
Password: accessftp9
Folder: BOUNCE FTP
Sub Folder: FTP CAFE
Sub Folder: Mainstreet

2011 Production Schedule

Issue	Sales / Artwork Close	Distribution Date
April 2011	March 4	March 26
June 2011	May 6	May 28
September 2011	August 5	August 27
November 2011	October 7	October 29

