

- Founded in 1972
- Committed to supporting local activity, promoting local businesses, highlighting local issues
- Written, managed and produced by neighbourhood residents

- Press run: 7,500 copies, distributed free of charge (by a delivery service) to households, shops and meeting places throughout Sandy Hill
- 100% dependent on advertising revenue

**IMAGE Advertising Sizes and Rates, 2020**

**2020 Deadlines for Advertisers**  
**March 23** for April 8 issue  
**May 25** for June 10 issue  
*Fall schedule to be announced in June.*

DESCRIPTION	DIMENSIONS		PRICE PER INSERTION, IN DOLLARS		PRICE PER INSERTION, IN DOLLARS	
	WIDTH X HEIGHT		BLACK & WHITE		COLOUR	
	INCHES W X H	CENTIMETRES W X H	PRINT	PRINT & WEBSITE	PRINT	PRINT & WEBSITE
<b>Business card</b>	3.5 x 2	8.9 x 5	\$47	\$54	\$56	\$64
<b>One column wide</b>	2.25 x 3	5.7 x 7.6	42	48	50	58
	2.25 x 4	5.7 x 10.1	48	55	58	67
	2.25 x 5	5.7 x 12.7	54	62	65	75
	2.25 x 6	5.7 x 15.3	60	69	72	83
	2.25 x 7	5.7 x 17.8	66	76	79	90
<b>Two columns wide</b>	4.75 x 3	12 x 7.6	78	90	94	108
	4.75 x 4	12 x 10.1	90	104	108	124
	4.75 x 5	12 x 12.7	102	117	122	140
	4.75 x 6	12 x 15.3	114	131	137	158
<b>Eighth page</b>	4.75 x 4.5	12 x 11.5	96	110	115	132
<b>Quarter page</b>	4.75 x 7	12 x 17.8	126	145	151	174
	10 x 3.25	25.4 x 8.3	126	145	151	174
<b>Third page</b>	4.75 x 10	12 x 25.4	180	207	216	250
	10 x 4.75	25.4 x 12	180	207	216	250
<b>Half page</b>	4.75 x 15.5	12 x 39	234	270	281	323
	10 x 7	25.4 x 17.8	234	270	281	323
<b>Full page</b>	10 x 15.5	25.4 x 39	420	483	504	580

**Payment** by cheque (**payable to IMAGE**) is required before publication for all first-time and infrequent advertisers. Otherwise, an invoice will be mailed to you, to be paid within 30 days. While we do not accept payment by credit card, e-transfers may be arranged.

**Preferred formats:** PDF, jpeg, TIFF, Adobe InDesign.

**Layout services** are available at no extra charge for resizing and minor corrections. If more is needed, please consult the editor at [image22@rogers.com](mailto:image22@rogers.com)

**Address for queries and submission of final artwork:**  
[advertising@imagesandyhill.org](mailto:advertising@imagesandyhill.org)