

*Don't miss a
single Visitor!*

ADVERTISE IN THE HILLS OF HEADWATERS 2010 VISITOR GUIDE & MAP!

- Distributed directly to homes in the GTA and at businesses throughout The Hills of Headwaters region, this beautifully designed guide and accompanying map are filled with stunning photography, captivating editorial and our essential member directory.
- 85,000 Visitor Guides & 50,000 Hills of Headwaters Maps (distributed into the GTA and Southern Ontario Tourist Information Centres).
- Glossy, full colour publication; all advertising is full colour.

2010 ADVERTISING RATES

Visitor Guide

Discounted Rate

Pay before December 31, 2009

Full Rate

Must be paid in full by February 15, 2010

	Discounted Rate	Full Rate
Outside Back Cover	\$4425	\$4820
Front/Back Inside Cover	\$3800	\$4150
Full Page	\$2775	\$3025
Half Page	\$1500	\$1635
Enhanced Listing	\$410	\$445
Arts Collaborative	\$150	\$170

Map

Back Cover	\$1800	\$1900
Right/Left Premium Panel	\$1325	\$1400
Back Panel	\$1325	\$1400
Horizontal Banner	\$450	\$500

CLOSING DATES & MATERIAL DEADLINES

Booking Deadline	November 30, 2009
Artwork Submission	December 18, 2009 (Camera Ready)
Advertising Payment	Discount Rate - must be paid in full by Dec 31, 2009 Full Rate (after January 1, 2010) - must be paid in full by February 15, 2010
Publication Date	May 2010

Advertising space can be booked as follows: Contact Pam Brooks at 519-942-0314 to book • Fax your signed advertising contract to 519-942-4066 • Book your advertising space online at www.thehillsofheadwaters.com

2010 VISITOR GUIDE & MAP ADVERTISING DIMENSIONS

Visitor Guide

Full Page (bleed)	8.125"w x 10.875"h	plus 1/8" bleed all around
1/2 Page Horizontal (bleed)	8.125"w x 5.25"h	plus 1/8" bleed all around
1/2 Page Horizontal	7.125"w x 4.5"h	no bleeds
Enhanced Listing (photo, description of business and contact info)	Supply 1 photo as a high res tiff or jpeg, minimum size of 3"w x 2"h, 300 dpi, (approx 1 to 2 megs); description of business - maximum 75 words including heading; contact info - business name, address, website.	

Map Ads

Back Cover (bleed)	3.75"w x 8.25"h	plus 1/8" bleed all around
Right/Left Premium Panel (bleed)	3.75"w x 8.25"h	plus 1/8" bleed all around
Back Panel (bleed)	3.75"w x 8.25"h	plus 1/8" bleed all around
Horizontal Banner (bleed)	3.75"w x 2.25"h	plus 1/8" bleed all around

TECHNICAL SPECIFICATIONS

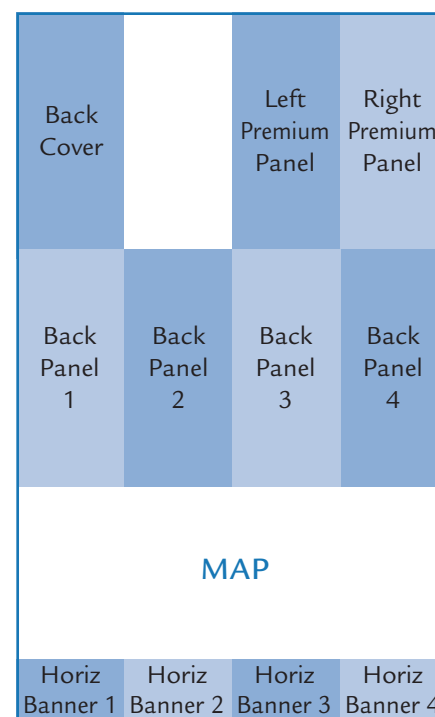
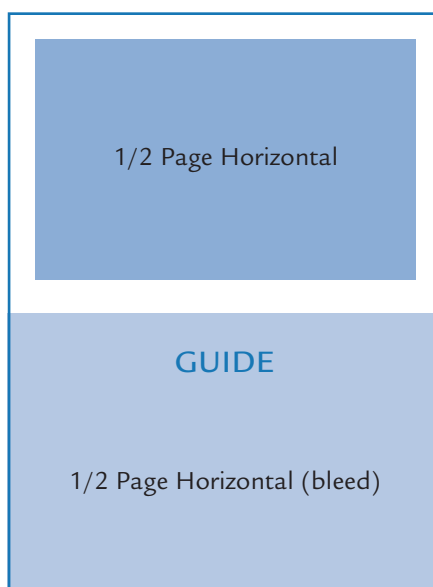
Accepted File Formats

Press-ready, high-resolution Acrobat pdf (300 dpi, CMYK, fonts embedded), InDesign CS2, Illustrator CS2, Photoshop CS2, Quark Xpress 6.5. Ensure that fonts are embedded or included, or converted to outline. Supply all support files (such as logos, photos).

Image File Formats and Settings

Supply CMYK images as tiff, eps or high res jpegs; black and white as tiff. CMYK and grayscale images require a resolution of 300 dpi at 100% final size; bitmap images require a resolution of 800 dpi at 100% final size. RGB and other colour formats will be converted to CMYK, and therefore colour accuracy cannot be guaranteed.

Photoshop CMYK colour settings for web coated: ink colours - coated; dot gain - 20%; black ink limit - 100%; total ink limit - 300%.



Submit artwork on DVD/CD and/or colour print outs to:

Type and Images

473286 County Road 11, RR7 Orangeville, ON L9W 2Z3
contact: Marion Hodgson tel: 519-940-0192

OR email (if under 10 megs) to: vg@thehillsofheadwaters.com

OR upload files to FTP: <ftp.thehillsofheadwaters.net>

Username: 2010vg@thehillsofheadwaters.net Password: [hhta2010](#)

When your file has been uploaded please email vg@thehillsofheadwaters.com and info@thehillsofheadwaters.com and provide file name (please use the name of the advertiser as the file name). Supply an accurate hard copy colour print out for reference.