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# THE DOWNTOWNER

HAMILTON MAGAZINE

HAMILTON



The DOWNTOWNER has been a truly downtown magazine for 13 years and is now printed as a full gloss magazine with a map, business and event listings and interesting articles about what is unique about our Downtown Hamilton area.

- > Reaches over 24,000 employees and 25,000 residents who work and live in our Downtown Core
- > Publication is used as a reference all year round - into 2018!
- > Circulation of 35,000 copies to targeted postal codes to attract business to the Downtown Core by:

**MAY, 2017 AND ONLINE AT [WWW.DOWNTOWNHAMILTON.ORG](http://WWW.DOWNTOWNHAMILTON.ORG)**

> **#TOTHECORE**

explore. discover. experience.

**PLEASE FILL OUT AND EMAIL TO: [INFO@DOWNTOWNHAMILTON.ORG](mailto:INFO@DOWNTOWNHAMILTON.ORG)**

20 Hughson St. S., Suite 202, Hamilton, ON L8N 2A1

T: 905 523 1646 [info@downtownhamilton.org](mailto:info@downtownhamilton.org)

**ASK ABOUT SPECIAL  
ADVERTORIAL RATES  
FOR 2017! VERY  
LIMITED SPACE  
AVAILABLE.**

Ad Headline \_\_\_\_\_

Contact: \_\_\_\_\_

Advertiser: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Signature: \_\_\_\_\_

I am interested in :

Back Cover  Inside Front  Inside Back

One Page  1/2 Page  1/4 Page  Business Card



## SEND YOUR AD MATERIAL TO:

### KERRY JARVI

Executive Director  
Downtown Hamilton BIA  
kerry@downtownhamilton.org  
tel 905 523 1646 fax 905 523 5433  
202-20 Hughson St South  
Hamilton ON, L8N 2A1

### SUZI OZER

Operations Manager  
Downtown Hamilton BIA  
suzi@downtownhamilton.org  
tel 905 523 1646 fax 905 523 5433  
202-20 Hughson St South  
Hamilton ON, L8N 2A1

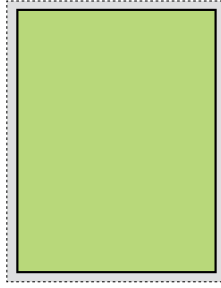
 downtownhamilton BIA  
 DwnTwnHamBIA  
BIA Mobile App HABIA MOBILE

[downtownhamilton.org](http://downtownhamilton.org)

## ADVERTISING TERMS:

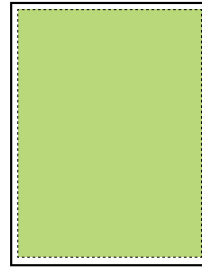
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## AD DIMENSIONS (WIDTH X HEIGHT)



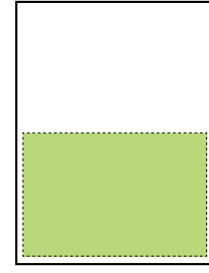
**FULL PAGE AD WITH BLEED**

Trim: 8.5"x11"  
Bleed: 0.125" on all sides  
Safe Area: 8"x10.5"



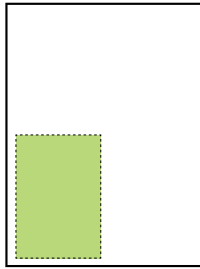
**FULL PAGE AD NO BLEED**

8"x10.5"



**1/2 PAGE HORIZONTAL AD**

7.5"x5"



**1/4 PAGE VERTICAL AD**

3.5"x4.625"



**BUSINESS CARD AD**

3.5"x2.25"

## AD MATERIAL SPECIFICATIONS

Electronic files only. Ads should be supplied as a high resolution PDF in CMYK format. Ads should be supplied to correct size; include additional .125" bleed on full page ads. FTP instructions available upon request. Ad production/design, if required, is available and is billed at a competitive rate if unable to supply a PDF file.

## ADVERTISING RATES

### ALL ADS ARE FULL COLOUR

Back Cover (BIA member)	\$1,900 +HST
Back Cover	\$2,030 +HST
Inside Covers (BIA member)	\$1,750 +HST
Inside Covers	\$1,850 +HST
Full Page (BIA member)	\$1,500 +HST
Full Page	\$1,635 +HST
1/2 Page Horizontal (BIA member)	\$1,030 +HST
1/2 Page Horizontal	\$1,125 +HST
1/4 Page Vertical (BIA member)	\$715 +HST
1/4 Page Vertical	\$785 +HST
Business Card Horizontal (BIA member)	\$405 +HST
Business Card Horizontal	\$435 +HST

> ADS MUST BE SUBMITTED BY: APRIL 14, 2017



CREATIVE



CAPTIVATING



PROFESSIONAL



GENUINE



APPETIZING



DEDICATED