



**CALGARY NORTHSTARS
HOCKEY ASSOCIATION**

P.O. Box 54022,
2640 – 52 Street NE,
Calgary, Alberta T1Y 6S6

YEARBOOK ADVERTISING

INVOICE:

SOLD TO:

Advertiser's Name _____

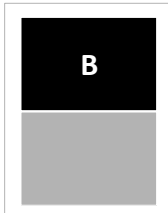
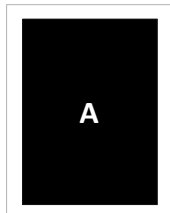
Address _____

City _____ Postal Code _____

Telephone _____ Fax _____

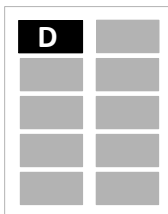
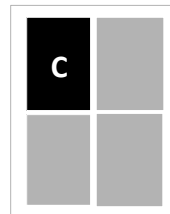
Contact Name _____

AVAILABLE AD SIZES:



A:
Full Page Ad
7.125" wide by 10.375" deep

B:
Half Page Ad
7.125" wide by 5.125" deep



C:
Quarter Page Ad
3.5" wide by 5.125" deep

D:
Business Card Size Ad
3.5" wide by 2" deep

BLACK & WHITE ADS RATE GST TOTAL

A: Full Page \$ 675.00 \$ 33.75 \$ 708.75

B: Half Page 350.00 17.50 367.50

C: Quarter Page 200.00 10.00 210.00

D: Business Card 100.00 5.00 105.00

COLOUR ADS RATE GST TOTAL

Back Cover, Full \$1800.00 \$ 90.00 \$1890.00

Inside Cover, Full 1200.00 60.00 1260.00

Inside Cover, Half 650.00 32.50 682.50

Inside Full Page 1000.00 50.00 1050.00

Inside Half Page 500.00 25.00 525.00

Colour ads will include the covers, as well as additional pages in the yearbook provided on a first come first serve basis.

PROVIDING DIGITAL ARTWORK:

- Supply artwork in PDF format or jpeg format. Ensure that resolution is set at a minimum of 300 dpi, and that fonts are embedded.
- Digital artwork under 10 megabytes can be emailed directly to Yearbook coordinators. Include advertiser's name in the subject line. Artwork files may also be sent on CD-ROM.
- Do not submit artwork built using the following applications: Microsoft Word, PowerPoint or Excel.

PROVIDING SCAN-READY ARTWORK:

- Non-digital artwork will be scanned in TIFF format. Artwork must be clean and free of folds, tears or wrinkles. Provide two copies of artwork. Do not use staples or paper clips.
- Be aware that business cards submitted as artwork may not print very well. Metallic inks & foils, very light ink colours, printed photographs and speckled paper stocks, while arguably very nice looking on your business card, will suffer in quality when converted to black & white.

TYPESETTING AND ARTWORK SERVICES:

- Messages of team support can personalize your ad. Typesetting and artwork services are available at \$30/hr, and will be invoiced separately by a third-party design firm. All copy should be submitted typed on 8.5" by 11" paper.

CHECK THIS BOX TO USE LAST YEAR'S ARTWORK

Order:

Size/Rate _____

Size/Rate _____

Size/Rate _____

Sub Total _____

GST #R127373892 5% GST _____

Total Due _____

MAKE CHEQUES

PAYABLE TO:
**CALGARY NORTHSTARS
HOCKEY ASSOCIATION**

PAID BY:
 Cash
 Cheque # _____

SELLER INFO:

Seller's Name _____

Player's Name _____

Player's Team _____

Seller's Telephone _____