



Advertising Rate Card

Thank you for your interest in advertising in the IBTC eNote Newsletter. As one of the largest Bruce Trail Conservancy Clubs, we have a circulation of approximately 3000 subscribers. The eNotes newsletter is distributed quarterly by email. Please contact Jessica Clark Barrow, Director of Fundraising at jessicaclarkbarrow@gmail.com to secure your space in our next publication!

Rate

Annual (4X/year)	\$220.00 + HST
One Time	\$60.00 + HST

Advertising Specifications

1. Camera-ready advertisements are required:
 - Use PNG, JPG, or GIF format.
 - Where possible, save images with the RGB color profile.
 - For increased search engine results it is recommended to use Alt Text. d.
The recommended maximum file size is 1MB.
 - 72 DPI is generally sufficient.
2. Size restrictions apply. The recommended image resolution is 564 px. x 322 px. Ads having larger dimensions may be cropped at the editor's or website administrator's discretion.

Advertising Guidelines

- Advertisement copy must be received by email. Please email our Fundraising Director Jessica Clark-Barrow at jessicaclarkbarrow@gmail.com to secure your space and submit your artwork
- Creative services for advertisers are not available through IBTC
- No changes or cancellations can be made after the closing date.
- IBTC assumes no responsibility for errors in advertisements beyond the amount charged for that portion of the advertisement in which the error occurred.
- IBTC reserves the right to add the word "advertisement" or "sponsor" to any paid matter. We reserve the right of final approval of ads and the right to refuse any advertisements.
- Advertisers are welcome to include links to their own website. IBTC reserves the right to remove links to third-party sites; that is, websites not owned by the advertiser.
- IBTC will issue an invoice for payment

Deadline to Submit Artwork & Payment

Dec 31, Mar 31, Jun 30, Sep 30 for publication in the first week of the quarter

Disclaimer

Neither the IBTC nor its partners shall be liable for any damages, claims, liabilities, costs or obligations arising from the use or misuse of the advertising material or sponsorship information that appear, whether such obligations arise in contract, negligence, equity or statute law. No guarantee or warranty is made as to the quality, accuracy, completeness, timeliness, appropriateness or suitability of the advertising material or sponsorship information provided.