

AQUA

GULF ISLANDS LIVING

Advertising Rates 2011

TERMS AND POSITION CHARGES

Full payment required 30 days from receipt of invoice for clients with active, in good standing, accounts. Pre-payment required unless approved by the publisher. Service charge of 2% per month will be charged to overdue accounts. An additional 20% of the ad rate will be charged for guaranteed positioning. Positioning is at the discretion of the publisher except where specific positions are covered by written commitment of the publisher.

PRODUCTION CHARGES

Clients receive two ad proofs at no charge — further proofs will be billed at hourly rate of \$75, minimum charge \$75.

CAMERA READY ADVERTISING

This consists of ONLY those ads which are completely ready for press. Full colour camera-ready ads must be submitted to size on zip, CD disk or ftped to our site. Formats accepted are: Adobe InDesign documents, Quark XPress documents, Adobe Illustrator files and Adobe Acrobat pdfs. All fonts and supporting graphics must be included. Photos must be CMYK, minimum 300 dpi. Microsoft Word documents and Corel Draw documents can not be accepted.

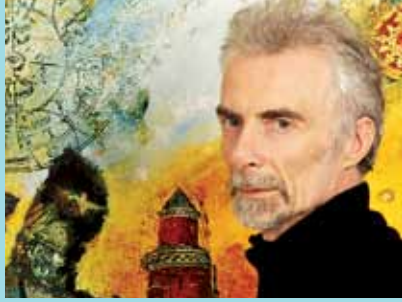
FTP INFORMATION

ftp address: [ftp.gulfislandstourism.com](ftp://ftp.gulfislandstourism.com)
username: adtransfer@gulfislandstourism.com
password: driftwoodads

LIMITATIONS OF LIABILITY

In consideration of such publication, the advertiser and its agency agree to indemnify and hold publisher harmless against any expense or loss by reason of any claims arising out of publication. All contents of advertisements are subject to approval of publisher. Publisher reserves the right to reject or cancel any advertising at any time for any reason. In event of an error or omission of all or part of any advertising, in no event to exceed the total of such charges payable for the advertising, publisher's liability is limited to the amount that such an error or omission reduces the value of the advertising, in no event to exceed the total of such charges payable for the advertising.

ARTS | PEOPLE | HOMES | FOOD
WELLNESS | GARDENS | DESTINATIONS



Discover

the Gulf Islands lifestyle in Aqua magazine, a quarterly publication from Driftwood Publishing.

Aqua tells the stories of the unique and ever-interesting people who call the Gulf Islands home; the artists and authors, the musicians and entrepreneurs, the people who live, work and play here. Aqua – Gulf Islands Living is the choice for reaching a higher end consumer interested in living life well.

DISTRIBUTION: 9000

Salt Spring 5,000
 Galiano, Mayne & Pender Islands 2,100
 Select Distribution 1,900
 Select distribution in the Gulf Islands and Vancouver Island through participating businesses, accommodations, galleries and studios, resorts, restaurants and retail.

ADVERTISING RATES

Full Colour
 Full.....\$1500
 Half.....\$840
 Quarter.....\$450
 Island Marketplace 1/8th page.....\$175
 Covers: Back, Inside Front or Back.....+25%

Frequency discounts.
Seasonal shopping features.

AD SIZES

(Width x height in inches)
 1/2 vertical – 4" x 9.5"
 1/2 horizontal – 8" x 4.625"
 1/4 horizontal – 4" x 4.625"
 1/8 horizontal – 4" x 2.175"
 Full page trim size – 9" x 10.75"
 Full page including bleed on all four sides – 9.5" x 11.25"
 Live area: 8" x 9.5"

DEADLINES & PUBLICATION DATES

Feb. 24	for	March 30	Spring Edition
Apr. 28	for	June 1	Special Issue
June 16	for	July 20	Summer Edition
Aug. 18	for	Sept. 21	Fall Edition
Oct. 13	for	Nov. 16	Winter Edition



Advertising:

RICK MACKINNON, Advertising Representative

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 E: rmackinnon@gulfislands.net

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 Salt Spring Island, B.C. V8K 2V3

AWARDED:
Supplement of the Year,
 -CCNA
AWARDED:
Supplement of the Year,
 -BCYCNA



"Back in the Summer I sent a copy of the Aqua magazine to our friends in England. The reason being the feature on Cosmo Knives Salt Spring Island. We knew they would be interested as the guy collects knives. Not only was he interested, he bought four knives by mail order, to a total of \$1500.00. He was absolutely thrilled with the craftsmanship and emailed Seth Burton of Cosmo with a glowing report and Seth asked if he could use the commendation on his website. So there you have it for the "little magazine that could!"

- IAN AND JENNIE WOOD

"Nifty job, your new Aqua issue. It just seems to keep getting better and better and people are noticing".

- CHERIE THIESSEN

