Important:

Advertising space may be limited

Advertising space is reserved on a first-come, first-serve basis for ads on inside pages and on covers. Please submit your order forms early to ensure ad placement for this guide. Ad space will only be reserved with an order form and if payment is received within 10 days of your form being submitted.

Waiting list

If our advertising space is full, we maintain a waiting list in case space opens up at the last minute.

Order forms

Even if you have previously advertised with us you must complete an order form to reserve ad space.

Making changes to ads already submitted

Advertisers are only allowed one revision to ads that have been submitted and approved in PDF format. Additional ad replacements or changes may result in design charges.

Previous advertisers

Please review your most recent ad and let us know about any changes required.

First-time advertisers or previous advertisers with brand new ads

Follow the guidelines on the following pages to provide us with your artwork in the appropriate file format. If you do not have access to graphics software to prepare your ad in the correct format, our designer can format your ad at an additional charge.

Design charges

Design charges will apply for the following:

• Major changes to previous ads (see below)

• Ads submitted in the wrong size or in an incorrect format such as Microsoft Word, PowerPoint or Publisher

• Formatting of brand new ads if you would like the assistance of the guide designer

• Repeated ad file replacements or changes (as noted above)

Making changes to ads

Minor changes: Minor changes include revisions to phone numbers, contact names, web site addresses or a few text phrases; if entire paragraphs need to be changed, these would be considered "major" changes and you will be charged additional design fees. For minor changes, please do not re-submit your revised ad in Microsoft Word as there may be an additional design charge for manipulating the file; instead, simply hand write your changes on the attached ad from the last guide or notify us by e-mail about the required changes.

Major changes: If you are making major changes, such as changing several text phrases or paragraphs, you may need to submit a new file by following the guidelines in this package. Or, you may wish to have the guide designer format a new ad for you.

Spot colour

• For ads on inside pages: No process colour or bleed ads are allowed; all ads appear on pages with accent headers.

• **Spot colour:** The guide features one additional spot colour on inside pages in this publication at no additional fee. (Please note that the advertiser does not have a choice of the specific colour and that spot colour may not be possible if you submit your ad in PDF format.) If you do not indicate specific areas for spot colour on the Advertising Order Form, your ad will appear in black and white only. All ads will appear with the spot colour applied to the ad border.

Ad placement

Ad content, editing and placement is at the discretion of the Town of Milton.

Frequently-asked Questions

I submitted a PDF file for my guide ad, and now have to make some changes before it goes to print. What happens when I submit my revised ad?

When you submitted the first ad, our guide designer had to manipulate it to import and format it in the guide software file. If you submit a replacement ad more than once for the same guide, our designer will have to manipulate the ad again and you may incur extra design charges.

I need to change a phone number and a contact name—would these changes be considered "minor" and if so, would they be free of charge?

If our designer prepared your ad in previous guides, then minor changes such as a different phone number, contact name, meeting times/locations, etc., would be free of charge. Similarly, if you would like to change a few words here or there, these changes would also be considered minor. However, if you want to add whole new paragraphs of text or would like a whole new look for your ad, these changes would not be considered to be minor and there would be an additional design fee.

Can I submit the text for my ad in Microsoft Word, PowerPoint or Publisher format?

The designer has to manipulate text from Microsoft Word in order to create an ad in the correct size and the correct type of file format for the design software used for printing in the guide. Because of this, if you submit your ad text in Word format, you may incur extra design charges.

How can I update my information or add my organization to the Community Contacts section in the guide?

This information is compiled by Halton Information Providers. To update your information, visit http://search.hipinfo.info or contact them by email or phone: informationoakville@oakville.ca or 905-815-5952

Ad Formats and Specifications

Ad sizes

1/6 page: 3.25 inches wide x 2.75 inches tall
1/4 page: 3.25 inches wide x 4.375 inches tall
1/2 page: 6.75 inches wide x 4.375 inches tall
Full page: 6.75 inches wide x 9 inches tall

File submissions

Unacceptable file formats: Microsoft Word or other text files, Microsoft PowerPoint, Microsoft Publisher

These file formats will only be accepted for the purposes of a new or re-designed ad to be developed by the Town of Milton's Guide designer. (See "Ads to be formatted by guide designer" below.)

Acceptable file formats: Illustrator, Photoshop, EPS, TIF (high res), JPG (high res), PDF (high res)

For the protection of the advertiser, the above files should also be saved/provided as a reference copy as an EPS, TIFF, JPEG or PDF file.

Size:

Ad must be created to the exact size specified with only one ad per file.

Colour:

• For full colour cover ads, no spot colours may be used; all files must be saved in CMYK .

• If you submit your ad in pdf format, you may not be able to have spot colour applied; the best format for spot colour is a grayscale tiff file.

• For ads with spot colour, black and cyan should be used.

• All trapping must be complete.

• Please make sure that there is no border on your ad.

• For pictures, all scans must be hi res (min. 300 dpi)

Ads to be formatted by guide designer

If you do not have access to graphic design software or support, the guide designer can format your ad or make major changes to your ad for you at an additional charge (see Advertising Order Form for charges):

• Provide the content of your ad in Microsoft Word or text files (No tables, please!) and a rough (hand-drawn) sketch of the desired layout.

• Provide your company/organization logo in a JPEG or preferably a TIFF file.