

# Oxford

Embrace our Rural Routes

Tourism Oxford  
Our rural roots are showing

Display Advertising

Space is  
limited

**Get noticed with a display advertisement in the  
Tourism Oxford Visitors guide.**

**Deadlines:** Ad reservations, January 11<sup>th</sup>, 2019  
Artwork must be received by January 30<sup>th</sup>, 2019

If you have purchased a listing in the guide, you receive a 30% discount on display advertisements.

Company Name:

Mailing Address:

Contact Name:

Phone:

Email:

**I want to purchase the following advertisements**

¼ page

½ page vertical

½ page horizontal

Full page

Full bleed inside cover

Full bleed outside cover

I want to use last years artwork

I will supply new artwork

**Terms and Conditions:**

1. The subject matter, form, illustration & typography of the advertisement are subject to the approval of Tourism Oxford.
2. Display Advertisement Artwork Guidelines must be followed.
3. Display Advertisement Artwork must be received by Tourism Oxford by January 30, 2019. If deadlines are not met, we reserve the right to cancel this contract.
4. Tourism Oxford cannot guarantee display ad space or a specific size of ad space will be available. Contact Tourism Oxford for details and availability.

**Name:**

**Signature:**

**Date:**

Your signature indicates your acceptance of the terms & conditions of this advertising contract

**Deadlines:** Space reservations, January 11<sup>th</sup>, 2019. Artwork must be received by January 30<sup>th</sup>, 2019

Tourism Oxford, County of Oxford, 21 Reeve St, PO Box 1614, Woodstock ON N4S 7Y3

1-866-801-7368 or 519-539-9800 Ext: 3355 Fax: 519-537-2718 E: [tourism@oxfordcounty.ca](mailto:tourism@oxfordcounty.ca) W: [tourismoxford.ca](http://tourismoxford.ca)

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### Artwork Guidelines

It is your responsibility to provide professionally-designed, correct sized electronically-developed production files. We can recommend a designer if required.

#### Format:

- Mac compatible with InDesign CC and QuarkXPress v8.
- PDF Files should be supplied as PDF/x-1a compatibility.
- Artwork can be submitted in any of the above programs and / or as TIF, EPS or PDF (high resolution PDF only please). No other formats will be accepted.
- Corel Draw files must be saved as an AI file, with text saved as curves All files should be in CMYK mode.
- Ads within the publication do not require bleed; however cover ads may bleed (IFC, IBC).
- Images should be high resolution (300 dpi)
- Mac and PC fonts are not compatible. PC fonts will be substituted with Mac fonts in all Quark Xpress, PC format files.
- Please ensure all support graphics, photos and fonts (as needed) are supplied along with your file.

**Sending your File:** Files under 5mb can be emailed to [tourism@oxfordcounty.ca](mailto:tourism@oxfordcounty.ca). Larger files should be shared using our [large email transfer tool](#), cd, flash drive or other online file sharing tool.

Size	With Guide Listing Price	Non – Guide Listing Price	Measurement
¼ page	\$300.00	\$390.00	2 3/8" X 3 3/4" (2.375 X 3.75)
½ page Vertical	\$500.00	\$650.00	2 3/8" X 7 11/16" (2.375 X 7.6875)
½ Page Horizontal	\$500.00	\$650.00	5" X 3 3/4" (5 X 3.75)
Full Page	\$1000.00	\$1300.00	5" X 7 11/16" (5 X 7.6875)
Full Bleed Inside Cover	\$1500.00	\$1950.00	Trim Size: 5 3/8" X 8 3/8" with 1/8" bleed
Full Bleed Back Cover	\$2000.00	\$2500.00	Trim Size: 5 3/8" X 8 3/8" with 1/8" bleed

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