



29TH ANNUAL EDITION

OFFICIAL EVENT PROGRAMME JULY 7 -30, 2017

The Official Event Program is distributed as a Special Edition of HOToronto Magazine and as an independent publication throughout southern Ontario and upstate New York including more than 100 major hotels, tourist information centres (including all three Toronto airport terminals) and through the call centre services of Tourism Toronto. Additional copies are distributed to select restaurants, retail outlets and LCBO outlets in the Greater Toronto Area. This programme is made available in advance of the festival dates at most retail outlets in the Beaches and all sponsor locations. Readership 150,000+

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 Advertising Deadline: May 1, 2017
 Publishing Date: June 23, 2017
 Distribution Date: July 1 - 30, 2017

On Site Distribution: Southern Ontario Outlets & Beaches
 District including STREETFEST and the
 BEACHES INTERNATIONAL JAZZ FESTIVAL

ADVERTISING RATES (Full Colour)

One Page	\$ 1695
Half Page	\$ 995
Quarter Page	\$ 695
One Tenth Page	\$ 345

ADVERTISEMENT SIZES

Unit	Wide	Deep
One Page	7 1/4"	10"
1/2 Page (H)	7 1/4"	4 7/8"
1/2 Page (V)	3 1/2"	10"
1/4 Page	3 1/2"	4 7/8"
1/10 Page	3 1/2"	1 7/8"

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ADVERTISING MATERIAL

All four-colour rates are for space and colour only with digital art supplied. Applicable charges are applied accordingly for additional production services.

MAILING INSTRUCTIONS

Unless otherwise directed, send advertising material, contracts, discs, insertion orders, copy instructions and correspondence to :

HOToronto Magazine, 4091 Pheasant Run
 Mississauga, Ontario. L5L 2C2 Tel: 905-593-1506

CREDIT AND PAYMENT

All accounts are due in accordance with terms and regulations dictated by individual contracts. Agency orders are net 30 days of date of invoice. Overdue accounts are subject to 2% interest per month.

PRODUCTION CHARGES

Advertising rates are strictly for space used and are based on art supplied by the advertiser or their agency. Special production will be charged extra, as will any work that is found necessary if art supplied does not match mechanical requirements.

MECHANICAL SPECIFICATIONS

Printed Web-offset: Saddle Stitched
 Trim Size: 8 1/8" x 10 1/2"
 Bleed Size: 8 1/4" x 10 3/4"
 Column Width (3-Clm Page): 2 1/4"
 Column Width (2-Clm Page): 3 1/2"
 Column Width (4-Clm Page): 1 5/8"
 Image Area (Live Matter): 7 1/4" x 10"

Electronic Files accepted: InDesign or QuarkXPress - High resolution 300 dpi. PDF, EPS and JPEG files can be e-mailed to hotoronto@rogers.com

THE BEACHES INTERNATIONAL 29th ANNUAL JAZZ FESTIVAL PROGRAMME

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