

Topic: Technology

4.5 Community Directory Advertising Policy

Board Motion Number:	24.065
Date of Original Board Motion Number:	November 19, 2007
Date of Current Issue:	June 25, 2024
Date of Next Review:	2029
Attachments:	Directory Price Lists

Signature of Board Chairperson (and Date):

Policies

All businesses physically located within North Kawartha will receive up to a six line listing free of charge. Businesses located outside of North Kawartha Township must purchase an advertisement in order to be listed. Advertising is available to all businesses at the current rate. Advertising rates will be reviewed yearly and adjusted according to production costs.

The exception to this rule will be:

Any business offering a service that is not available within North Kawartha Township can be listed free. All emergency and medical services will be listed free. Businesses with outstanding directory invoices will not be accepted for advertising or listings in the next Directory until the outstanding balance is paid in full. Payment for advertising and art work must be received by the date specified on the signed agreement in order to ensure placement in the directory. At the discretion of staff, advertisements may be provided free of charge to non-profit organizations and charities.

Customers are to supply their own art work already sized and ready for placement when possible. Acceptable formats are jpeg, tiff, pdf or psd at a minimum of 300dpi. Art created or re-worked by the Library staff will be charged at \$25 per hour. (1 hour minimum).

Premium pages are not transferrable and may be used solely for the business or agent indicated on the signed agreement. Advertisers on premium pages are given first right of refusal for the next edition of the directory. Should they not renew by the given deadline, the premium page will become available for general sale. If there is a waiting list for that page, it will be offered to the first name on the list. Advertisers may submit a letter, in writing, to the Library to request placement on a waiting list for premium pages.

For general advertising within the directory (non premium pages) every effort is made to accommodate an advertiser's desire to be placed on a particular page, however, final placement is at the discretion of the Library.



NORTH KAWARTHA PUBLIC LIBRARY

(Enter Year) COMMUNITY DIRECTORY

THIS AGREEMENT, made by and between the **NORTH KAWARTHA PUBLIC LIBRARY**, hereafter called the ***Publisher*** and:

Business Name: _____
(Please Print)

Contact Name: _____
(Please Print)

Mailing Address: _____
(Street, PO Box) (Town)

(Postal Code)

Telephone: _____

E-Mail: _____

hereinafter called the ***Advertiser*** agrees as follows:

SCOPE OF WORK

The Publisher shall place the agreed upon ad into the 2025 North Kawartha Community Directory. The Publisher further guarantees that a minimum of 4000 copies will be printed and distributed. Advertisements are to be provided **digitally to the *Publisher* in the correct size and format for printing** by the Advertiser. Acceptable formats are jpeg, tiff, pdf or psd at a minimum of 300dpi. A charge of \$25 per hour will be levied for all artwork that requires **editing or creation** by the publisher.

Advertising spaces are reserved on a first come, first served basis. The North Kawartha Community Directory sells out rapidly, so book your ad early in order to reserve your spot. **Placement of advertisements within the Community Directory will be at the *Publishers* discretion, with the exception of premium pages.**

Preference will be given to last year's advertisers, so if you wish to renew, please make sure to reply by returning your signed agreement as soon as possible.

Spaces that have not been renewed by Friday, January 10th, 2025 will become available for general sale.

DEADLINES:	Renewals & Payment Due	Friday, January 10th, 2025
	Art Due	Friday January 10th, 2025

Kim Tucker – Technical Services and Programming Manager email: techservices@northkawarthalibrary.com
175 Burleigh Street, Box 335, Apsley, ON K0L 1A0
(705) 656-4333 FAX (705) 656-2538



NORTH KAWARTHA PUBLIC LIBRARY

(Enter Year) COMMUNITY DIRECTORY

ADVERTISING OPTIONS	Please initial option		WILL PROVIDE	SAME SIZE & ART
			NEW ART	AS LAST YEAR
¼ Page Ad Horizontal (2”h x 5”w)	COLOUR	\$150	<input type="checkbox"/>	<input type="checkbox"/>
¼ Page Ad Vertical (4”h x 2 ½”w)	COLOUR	\$150	<input type="checkbox"/>	<input type="checkbox"/>
½ Page Ad Horizontal (4”h x 5”w)	COLOUR	\$285	<input type="checkbox"/>	<input type="checkbox"/>
½ Page Ad Vertical (8”h x 2 ½”w)	COLOUR	\$285	<input type="checkbox"/>	<input type="checkbox"/>
Full Page (8”h x 5”w)	COLOUR	\$550	<input type="checkbox"/>	<input type="checkbox"/>

PAYMENT

Payment shall be made as follows: By cash, cheque or money order made payable to:
North Kawartha Library

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Spaces that have not been renewed by January 10th, 2025 become available for general sale.

Signed this _____ day of _____, 20____

Advertiser _____
(Please print)

Advertiser _____
(Signature)

Please sign and return this agreement in person, by Fax, by mail or by email, as soon as possible in order to reserve your advertising space.

Limit of Liability: The publisher uses its best efforts in preparing the North Kawartha Community Directory and the information is provided “as is”. The North Kawartha Public Library makes no representation or warranties with respect to the accuracy or completeness of the contents of the North Kawartha Community Directory and shall in no event be liable for any loss of profit or other damage, including but not limited to special, incidental, consequential, or other damages.

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Premium spaces that have not been renewed by Friday, October 25th, 2024 will become available for general sale.

DEADLINES:

Premium Page Renewals & Payment Due
Art Due

Friday October 25th, 2024
Friday November 22nd, 2024

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½ Page Ad Vertical (8”h x 2 ½”w)	COLOUR	\$285	<input type="checkbox"/>	<input type="checkbox"/>
Full Page (8”h x 5”w)	COLOUR	\$550	<input type="checkbox"/>	<input type="checkbox"/>

Premium Pages: PLEASE CHECK FOR AVAILABILITY BEFORE BOOKING THESE SPACES

Inside Cover (Front or Back + facing page)	COLOUR	\$600	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Outside Back Cover (8”h x 5”w)	COLOUR	\$700	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Two Page Centre (8”h x 10.5”w)	COLOUR	\$975	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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