



A BIT ABOUT US

The Bird's Eye reaches Quadra Island every week — in print at a dozen local shops and community spaces, and online across Quadra, Campbell River, Cortes, the Discovery Islands, and beyond. Your neighbours are reading it. And so are their neighbours on the next island over.

Since taking over as editor in April 2025 and as owner in January 2026, Melissa McKinney has grown the paper's dedicated readership week over week.

New advertising and ad design packages are coming later this year.

To get started, email your ad file or your idea and we'll get back to you. We look forward to hearing from and creating with you!

DISPLAY ADS

Accepted formats:

PDF, JPG, PNG, GIF, TIF, or DOC

Ad widths:

2.4", 3.7", 5", or 7.6" — have something that doesn't fit exactly? We can usually work with it.

Deadline:

Fridays at noon for the following Wednesday issue. Late submissions may be accommodated at the editor's discretion.

Recurring ads:

Book your ad on a regular schedule and receive 10% off. A single missed issue doesn't break the discount.

Non-profits & local causes:

We'd love to support you and your organization! Reach out to discuss options — space permitting.

TO PLACE AN AD

Send us an email to Melissa McKinney, Owner & Editor at:
quadrabirdseye@gmail.com

Whether you have a finished ad file ready to go or just an idea you'd like to talk through, get in touch and we'll figure out the rest together.

*Standard column widths include gutters.
*Recurring discount applies when ad runs on a regular schedule; a single missed issue does not break the discount.

single column
2.4 inch width*
Multiply 2.4 inches by height up to 10 inches
Examples
A = 3 sq. inches \$15
B = 6 sq. inches 24
C = 8.6 sq. inches 35
D = 18.2 sq. inches 77
E = 24 sq. inches 102

1 1/2 columns
3.7 inch width*
Multiply 3.7 inches by height up to 10 inches
Examples
F = 4.6 sq. inches \$23
G = 7.4 sq. inches 30
H = 13.0 sq. inches 55
I = 36.4 sq. inches 140

two columns
5 inch width*
Multiply 5 inches by height up to 10 inches
Examples
J = 6.3 sq. inches \$25
K = 12.3 sq. inches 52
L = 17.8 sq. inches 75
M = 50 sq. inches 192

three columns
7.6 inch width
Multiply 7.6 inches by height up to 10 inches
Examples
N = 18.9 sq. inches \$80
O = 24 sq. inches 100
P = 38 sq. inches 145
Q = 78 sq. inches 200

| Area cost | square inches | 1-5 | 6-10 | 11-25 | 26-60 | 61-78 |
|-----------|------------------|------|------|-------|-------|-------|
| | cost per sq. in. | 4.75 | 3.75 | 3.25 | 2.75 | 2.25 |

| At a glance | F - business card | H - 1/6 page | N - 1/4 page | O - 1/3 page | P - 1/2 page | Q - full page |
|-------------|-------------------|--------------|--------------|--------------|--------------|---------------|
| | \$23 | \$55 | \$80 | \$100 | \$145 | \$200 |

PAYMENT OPTIONS AVAILABLE

E-transfer, credit card, invoice, cash, or cheque.
Planning to advertise regularly? We offer charge accounts with monthly billing, available upon approval.