



t h e
bird's • eye

Advertising Quadra Island since 2000

PO Box 354, Heriot Bay, VOP 1H0 • Tel: 250-285-3440

editorbirdseye@gmail.com

DISPLAY ADS

It is an advertiser's responsibility to provide a display ad that's ready to print in either PDF, .doc, .jpg, .gif, .tif, or .png format.

Creating your display ad from scratch? Use standard Bird's Eye widths, **2.4 inches, 3.7 inches, 5 inches, or 7.6 inches**. The ad's height is up to you.

But if you already have an ad graphic that doesn't conform to these exact widths, we can usually work around it.

Please remember that a display ad should be easy to read. Placing too many

words in too small a space results in tiny fonts that could frustrate readers rather than win their interest.

Display ads requested later than noon on Fridays for the next edition are only possible at the editor's discretion.

If your ad runs in two consecutive issues (a single-edition gap still counts as consecutive), then the second and all such recurring ads are discounted 10%.

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
Before consecutive discount*	\$22	\$42	\$61	\$78	104	\$175

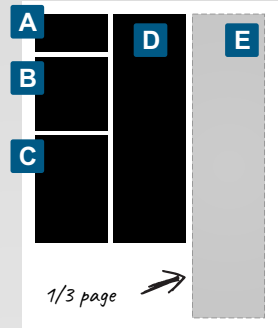
single column

2.4 inch width*

Multiply 2.4 inches by any height.

Examples

A = 3 sq. inches	\$14
B = 6 sq. inches	22
C = 8.6 sq. inches	32
D = 18.2 sq. inches	59
E = 24 sq. inches	78



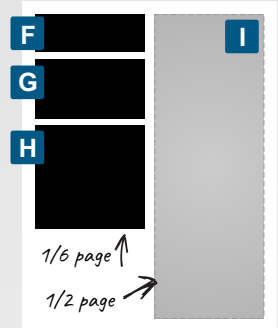
1 1/2 columns

3.7 inch width*

Multiply 3.7 inches by any height.

Examples

F = 4.6 sq. inches	\$22
G = 7.4 sq. inches	28
H = 13.0 sq. inches	42
I = 36.4 sq. inches	100



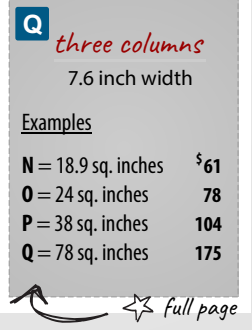
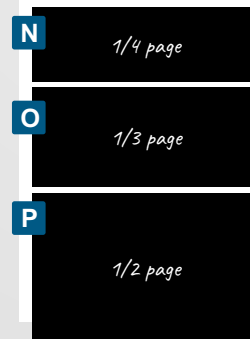
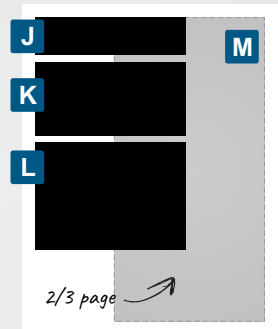
two columns

5 inch width*

Multiply 5 inches by any height.

Examples

J = 6.3 sq. inches	\$24
K = 12.3 sq. inches	40
L = 17.8 sq. inches	58
M = 50 sq. inches	137



*Consecutive or with a one-edition gap receives a 10% discount

*Standard column widths include gutters.