



Lions Publications

103 Bonnet Avenue, Salt Spring Island, B.C. V8K 2K8 Ph. 250-537-2000
Fax 250-537-2099 email lionsdirectory@telus.net

ADVERTISER INFORMATION PACKAGE

Thank you for requesting an advertiser package for the Salt Spring Island Directory. This sheet gives you step by step instruction for completing the Green Purchase Order Form. Please refer to the price list on the blue sheet. Our office is open M- F 9:30-4:00 and our staff would be happy to assist you.

Advertisers Name: If you are advertising a business, put the business name here, mailing address, contact person & their phone number in the appropriate place. If you are advertising yourself put your last name first, with your mailing address & phone number.

Section #1: New advertisers go to Section #2 Renewing as is or with small changes do so here

Section #2: Display Advertising: This refers to ads that have borders around them. If you are purchasing a display ad, refer to the price list on reverse side of this letter & choose size & shape you wish to order. Write the ad size (i.e. 1/16 1col) the price and the total cost of display advertising in the spaces provided. Full colours Glossy Inserts are 1st come 1st serve please contact office regards these spots. Provide a sketch of your ad; it does not need to be exact size. Layout of the ad is included in the price, but you must provide logo/ artwork/ photos that you wish in the ad. If you hire a graphic designer to create your ad please ensure they use exact dimensions as per the price list. Please note included in the cost of the display ad's you will also receive a Bold (Section #3) & Classified listing (Section #4) Please note Display ads are not available in the Alphabetical Section only in the Classifieds or Health Care sections.

Section #3: Alphabetical Bold Face Listing: For example if this were a Telus book this would be known as the "white pages" the listing printed is large, black, italicized type in order to stand out. One Bold Face listing is included with each display ad purchased, any additional Bold Face listing are \$25.00 each. Print the wording for the listing on lines provided exactly as you want them shown in the book. We would normally print your listing last name first unless specifically requested to do otherwise.

Subtotal the cost so far in the box provided at the bottom of the page. Turn page over.

Section #4: Business Classified & Health Care Listings: (Business Classified located in the back of the book. Health Care Classifieds are located near the front of the book. Follow the instructions on the Purchase Order to complete this section.

- "Type of Listing" refers to Business Classified or Health Care Classified;
- "Classification" is the heading it would fall under i.e. Lawyer, Electrician, Doctor, etc;
- "Business Name" is the name of your business or your name if you are advertising yourself;
- "Slogan" is a special feature - a caption at the bottom of the Classified's. Bold & italicized with a limit of 50 keystrokes or less. The Slogan is **NOT** available in Health Care Section

THE DEADLINE IS FEBRUARY 15TH

Advertising deadline: We must be contacted with regards advertising by the 15th of Feb. to reserve your advertising space.