



Advertising Opportunities

WeBA is growing and so are the ways we will keep you up-to-date on all the exciting things happening in our organization and in the business world. We are pleased to offer you two opportunities to promote your business – WeBA Magazine and WeBA Banner Ad Program.

HOW CAN YOU TAKE ADVANTAGE OF THIS?

Choose your Advertising Channel

- WeBA Magazine (bi-annual)
- WeBA Website Banner Ad Program (monthly/annually)

Choose the length of time you run your Ad

- WeBA Magazine (2 x per year)
- WeBA Banner Program (monthly/annually)

Why? Because Advertising provides you with a unique and cost effective way to grow your business. Your advertisement will reach over 5000 west-end businesses with the magazine and potentially countless businesses with the website banner ad. Your company's message will be prominently displayed. You will be advertising to a specific business group that will become your clients and customers. It provides you with the ability to educate the West Edmonton business community about who your Company is. Advertising encourages readers to use your business' products and/or services and reminds them of the value your business has to offer. Advertising creates confidence and loyalty among your customers. Sharing your business effectively builds the WeBA membership and in turn increases your advertising reach and grows your customer base.

Magazine Ad Contract

The **WeBA Magazine** is a 16 page publication that goes out to over 5000 businesses in West Edmonton and to all WeBA members. The **Magazine** serves to inform and educate its audience through feature articles on what's happening, issues that affect your business, upcoming WeBA event listings and information on the WeBA membership.

Ad Sizes

Full Colour Ads

Back Cover 178 mm x 248 mm \$1350

Black and White Ads

Full page 178 mm x 248 mm \$900
 1/2 Horiz 178 mm x 110 mm \$399
 1/4 Vert 86 mm x 110 mm \$192
 1/3 Vert 55 mm x 227 mm \$254
 1/3 Horiz 178 mm x 71 mm \$258
 Economy Horiz 116 mm x 71 mm \$168

Limitations of Liability: No cancellations after the closing date. Advertisements are accepted upon representation that the advertiser and its agency have the right to publish the contents thereof. In consideration of such publication, the advertiser and its agency agree to indemnify and hold WeBA harmless against any expense or loss by reason of any claims arising out of publication. All contents of advertisements are subject to approval of WeBA. WeBA reserves the right to reject or cancel any advertising at any time for any reason. In the event of an error or omission of all or any part of any advertising, in no event to exceed the total of such charges payable for the advertising, WeBA's liability is limited to the amount that such an error omission reduces the value of the advertising, in no event to exceed the total charges payable for the advertising.

Payment Information

I authorize the purchase of my WeBA Magazine advertisement(s)

Company _____ E-mail _____

Address _____ City _____ Province _____

Phone _____ Fax _____

VISA MASTER CARD CHEQUE

Credit Card Number - - - Expiry /

Authorizing Signature _____

To book your advertisement, please fax or email a completed and signed Ad Agreement to
The WeBA office: Fax #: (780) 475-8577
Email: info@weba.org

**FULL COLOUR Full Page Ad \$1350
(178 x 248)**

**BLACK AND WHITE Full Page Ad \$900
(178 x 248)**

**One Third Vertical
(55 x 227)
\$255**

**One Half Horizontal \$399
(178 x 110)**

**One Third Horizontal \$258
(178 x 71)**

**One Quarter
Vertical \$194
(86 x 110)**

**Economy \$168
(116 x 71)**

**** IMPORTANT ** Ad Artwork Specifications**

Artwork: \$90/hr min. 1/2 hr.

It takes time to create and correct your artwork. We are happy to do this for you at the cost quoted above. You must provide the content for your ad and any images you would like to include. You will receive a proof of your finished ad. Client changes will be chargeable.

Specifications: Artwork must be supplied in the format required for this publication or there will be additional charges

Black and white artwork must be provided in grayscale or 100% black.

Full colour artwork (back cover only) must be in CMYK. All graphics and photographs included in provided artwork must be placed as CMYK images NOT RGB format

All graphics must be embedded into your finished artwork and **all Fonts** must be outlined.

All artwork must be saved and supplied at 300 dpi resolution

Acceptable Formats: Although the preferred format to receive ads is Illustrator CS2 or lower, PDF, JPG, AI, Tiff, EPS in exact size as shown above will be accepted.

All ads must be received by the deadline indicated on our advertising contract. Late ads will be subject to an additional cost, or may not be included in the upcoming publication.



BANNER AD PROGRAM

Talk to your business community. Run a banner ad on our website to launch a new product, advertise an event or opportunity or create awareness of your company. Take advantage now and display your company's banner ad on WeBA's website www.weba.org for only \$50 per month!

Save up to \$120 and sign up for a year at \$40 per month!

Refer a company to advertise on our website and receive \$5 off/month for 6 months when they sign up for a monthly subscription. Receive another \$5 off/month for 6 months if they sign up for a year.