

BEST ETHNIC ADVERTISING IN THE POLISH COMMUNITY IN ONTARIO

POLISH BUSINESS DIRECTORY

2012

GTA • ONTARIO



ONLINE



PRINT



MOBILE

- 390,000 Polish-Canadian Market in Ontario
- 11,000 businesses, professionals & institutions
- 26th edition, over 700 pages
- free copy available in 1200 locations in Ontario
- published once a year in April

New this year!

- mobile search
- online advertising on Google

Published by Master Printing Inc.

777C The Queensway, Toronto ON M8Z 1N4, Canada

mail@masterprinting.ca

416-255-9182 • Toll Free: 1-877-742-9455 • Fax: 416-255-9893

www.przewodnikhandlowy.com

Sarnia
Windsor
Chatham
London
St. Thomas
Woodstock
Brantford
Ancaster
Hamilton
Stoney Creek
St. Catharines
Niagara Falls
Renwick
Chippawa
Welland
Burlington
Dundas
Cambridge
Stratford
Kitchener
Waterloo
Guelph
Milton
Oakville
Brampton
Mississauga
Toronto
Orangeville
Sudbury
North Bay
Parry Sound
Huntsville
Haliburton
Minden
Owen Sound
Collingwood
Wasaga Beach
Midland
Orilla
Barrie
Ajax
King City
Aurora
Bradford
Newmarket
Uxbridge
Pickering
Stouffville
Port Hope
Clarington
Trenton
Picton
Peterborough
Lindsay
Belleville
Kingston
Bancroft
Barry's Bay
Wilno
Brockville
Ottawa
Napan

EARLY BIRD
Pay in full by May 31st, 2011
& get 5% additional discount

REGULAR LISTING IN PRINT & ONLINE

\$60/year

- Company name
- Address
- Telephone number (one)
- E-mail address (one)
- Location map (online only)
- www address (one)
- Up to 3 categories (listing)


BOX LISTING IN PRINT & ONLINE

black & white **\$100**/year

full colour **\$150**/year

Travel Agency
Specializing in last minute deals

2371 Oak Wood Dr..... **416. 647.2745**
www.travelwithsun.com.....info@travelwithsun.com



TRAVEL AGENCY
SPECIALIZING IN LAST MINUTE DEALS

416. 647.2745
www.travelwithsun.com | f:416.647.2775
2371 Oak Wood Dr, Toronto, ON M6R 3B7

- Company name
- Address
- Telephone number
- E-mail address
- Location map (online only)
- Size 3/4" x 2 3/8" (0.75" x 2.375")
- One copy of book delivered
- www address

DISPLAY AD IN PRINT & ONLINE **UNCOATED** Yellow pages - 35 lb. premium paper

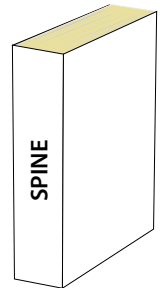
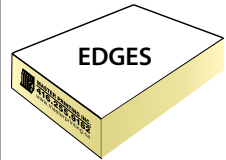
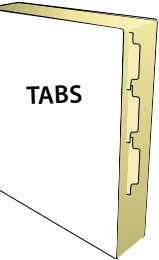
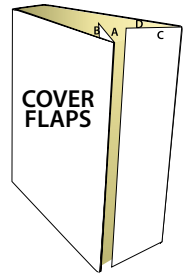
Size	Nº of colours	FULL PAYMENT April-May-June	FULL PAYMENT July-Aug-Sept	FULL PAYMENT Oct-Nov-Dec	FULL PAYMENT Jan-Feb-Mar/2012	50% before Dec 31/11 50% after publication
1 PAGE 7.25" x 9.75"	1	\$989	\$1,040	\$1,090	\$1,145	\$1,199
	2	999	1,145	1,199	1,260	1,320
	3	1,199	1,260	1,320	1,385	1,450
	full colour	1,379	1,450	1,519	1,595	1,665
1/2 PAGE 7.25" x 4.77"	1	665	699	735	770	810
	2	730	770	799	845	890
	3	799	850	890	930	980
	full colour	898	975	1,025	1,070	1,125
1/4 PAGE 4.77" x 3.53" or 7.25" x 2.3"	1	499	525	550	575	599
	2	550	575	605	630	665
	3	599	630	665	695	730
	full colour	695	725	765	799	840
1/6 PAGE 4.77" x 2.3" or 2.3" x 4.77"	1	435	455	475	499	525
	2	479	500	520	550	570
	3	530	550	575	605	635
	full colour	599	630	660	695	730
1/8 PAGE 3.53" x 2.3"	1	375	395	415	435	455
	2	410	435	455	480	499
	3	450	480	499	525	550
	full colour	499	550	575	605	630
1/12 PAGE 2.3" x 2.3"	1	299	320	335	350	365
	2	335	350	370	385	399
	full colour	369	385	405	425	440

COATED 70 lb.gloss paper

FRONT	1 page 8,25"x10.75"	2,050	2,150	2,255	2,365	2,485
	1/2 page 8,25"x5.25"	1,300	1,365	1,435	1,505	1,580
INSIDE	1 page 8,25"x10.75"	2,350	2,465	2,590	2,720	2,885
	1/2 page 8,25"x5.25"	1,499	1,575	1,655	1,735	1,820

LIMITED, SPECIAL ADVERTISING OFFER

COVERS 12 PT COVER STOCK, 8.25" x 10.75" FULL COLOUR, BLEED, LAMINATED OUTSIDE	OBC OUTSIDE BACK COVER	\$8,999
	IFC INSIDE FRONT COVER	6,999
	IBC INSIDE BACK COVER	5,999
COVER FLAPS 10.75" x 4.25"	A location (laminated)	3,599
	B location	3,199
	C location (laminated)	3,399
	D location	2,933
TABS 8 PT COVER STOCK, FOLDED, DIECUT, FULL COLOUR COATED, LOCATION TO BE NEGOTIATED 8.25" x 10.75" PLUS TAB	2 page (front & back)	7,969
	1 page front	4,299
	1 page back	4,099
EDGES INKJET IN 1 COLOUR: RED, BLUE OR BLACK. MAXIMUM AREA 0.5" x 7"	1 end	3,570
	2 ends	5,775
SPINE 4 AVAILABLE, 2.5" x 1.25"		1,500
LOGO 34 AVAILABLE, 1 1/8" x 3/4"		600
GANG-UPS 12 PER PAGE, 1 1/8" x 4"	coated	250 each
	uncoated	150 each
COUPONS 24 PER PAGE, SIZE 2 3/8" x 1 1/8", 2 SIDED, FULL COLOUR	last uncoated page	150
SPACE FILLERS RANDOM LOCATION	2 3/8" x 2 3/8" minimum order of 3	125 each
	2 3/8" x 1 1/8" or 1 1/8" x 2 3/8" minimum order of 3	75 each
	by available area, mini- mum order 100 cm²	\$3 per 1cm ²
1 PAGE COATED AD AT FRONT 8.25 x 10.75"	1ST PAGE	\$3,990
	2ND	3,125
	3RD	3,340
	4TH	2,895
	5TH	3,010
	6TH	2,660
	7TH	2,780
	8TH	2,430
	9TH	2,545
LAST COATED PAGE		3,340
BACK OF LAST COATED PAGE		3,010



SPECIAL ADVERTISING PACKAGE FOR NEWLY OPENED BUSINESSES

\$1,999

1/2 PAGE AD full colour, uncoated in Polish Business Directory printed & online for one year	WEBSITE DESIGN domain search & registration, one year hosting	5000 POSTCARDS full colour, two sided, 4" x 6"	5000 BUSINESS CARDS full colour, two sided	3 MAGNETIC SIGNS FOR CAR full colour
---	---	--	---	--

MOBILE SEARCH



Your ad from the Polish Business Directory accessible on:

- any smart phone
- any tablet
- plus map showing advertiser's location
- free download of our mobile application



Special price \$250 / year for Polish Business Directory advertisers only

Regular price \$350 / year (including translation & graphic design)

Video / Audio hosting extra \$99/year

Update \$25 each

ONLINE ADVERTISING



Advertising on:

www.przewodnikhandlowy.com

Main banner on home page

\$1,200/ year or \$360 / 3 months
size: 300 x 60 pixels

Animated banner on search results page

\$600 / year or \$180 / 3 months
size: 160 x 120 pixels

Static banner on search results pages

\$300 / year or \$90 / 3 months
size: 160 x 60 pixels

ONLINE ADVERTISING ON GOOGLE

- link to your website guaranteed on 1st page of Google.ca 24/7
- unlimited clicks
- flat rate
- key phrases in Polish language only
- placement within 72 hours
- utilizing Google Adwords (sponsored links)

KEY PHRASES	MONTHLY COST	YEARLY COST	MONTHLY COST PER KEY PHRASE
1	\$70	\$840	\$70
2	99	1,188	49
3	136	1,632	45
5	166	1,992	33
10	260	3,120	26



TERMS & CONDITIONS • minimum 20% deposit required with order • Duration of advertisement in the book is 12 months. From April 2012 to April 2013. Online from one week after signing advertising contract until April 2013. • One design of ad and online ad included in the price • Reservation of specific location of an ad on page is not possible • Ad sale campaign starts April 1, 2011; ends December 31, 2011 (deadline). However advertising online can be activated any time during the year. • Rates valid until April 2012 • If your advertising is not paid in full, a minimum downpayment of 50% is required by Dec 31/11 • All limited space ads have to be booked & paid in full by September 1, 2011 • All prices are per year • HST not included in the price.

