

Heaven-on-EARTH

Marketing and Image Management Company

A Full Service Company—Providing Client Care and Advice in Marketing, Event Management, Promotions and Image Management

Email: robvickery@shaw.ca Bus: (250) 383.7914 1270 Johnson Street, Ste. 205, Victoria, BC, CANADA, V8V 3P1 Cell: (250) 886.1035 Fax: (250) 383.9068 Web: hoemimco.com

Web Advertising Guidelines

Pricing

- Monthly ad rates range from \$25 to \$80 with multiple ad placements. All rates are currently HST exempt.
- Monthly billing cycle is commensurate to date of ad purchase
- Complete web advertising details are available at: http://www.hoemimco.com/web_advertising_guidelines_2012.html

Ad Bookings and Account Payments

Please make check/money order payable to:

Heaven-on-Earth Marketing and Image Management Company
1270 Johnson Street, Suite 205, Victoria, BC, V8V 3P1

- Invoice and Agreement to be sent at time of ad purchase
- Business receipt issued when payment is received
- Service charge of \$42.50 will be levied per NSF check
- Interest rate of 2.08% per month (24.96% per annum) will be applied against all overdue invoices past 30 days from original invoicing date

General

- Web ads jointly published to HoEMIMCo and Capital Arts Festival® websites
- Depending on the ad type(s) purchased, ad(s) will be published either to our:
 - “Home Page and Event Listings Service” or “Event Listings Service”
 - For more web advertising information, please go on-line to our website and refer to the PDF document entitled: “Web Rate Card”
- Ad must be professionally designed. Client is responsible for ad design.
- Not accept political, religious or adult themed ads
- Published ad includes weblink to your business website. Please remember to email your business weblink.
- Samples of our published web advertising are available at: www.hoemimco.com

Ad Specs

- **Sizes:**
 - **Small Island**-2.375" x 1.875" (\$25/month)
 - **Long Horizontal Banner**-6.50" x 0.8333" (\$35/month)
 - **Short Vertical Banner**-1.667" x 3.333" (\$35/month)
 - **Medium Horizontal Banner**-5" x 1.667" (\$50/month)
 - **Tall Vertical Banner**-1.667" x 8.333" (\$80/month)
- Colour or B+W
- **Preferred Image Files:** web-ready ads as JPG or GIF files
- JPG files saved at “high quality” and “Baseline Optimized”
- 72 ppi
- Saved to transparent background
- Files no bigger than 2MB

Do Not Send Ad

- Embedded within a word processing document, i.e. Microsoft Word or as a PDF (Adobe Acrobat)

Once again, we are pleased to invite your business participation and extend our many thanks for your time and considerations.

Email web-ready ads directly to:

Laurie Ladmore
Laurie Ladmore Artist Services
Webmaster

davidlaurieladmore@shaw.ca | Bus: (250) 361-3243 | Fax: (250) 383-9068

Hours of operation: 9:00AM to 4:30PM, Monday through Friday. Closed weekends and statutory holidays.

For more advertising information, please contact:

Rob Vickery
Publisher

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