

## **CFYT Rolling Advertisements Pricing and Design Information**

In addition to being a flexible and diverse service, Rolling Ads are also a great deal!

Advertiser	Yearly Rate (per page)	Yearly Rate (per extra page)
Non-Profit/Individual	\$ 100/yr	\$ 50/yr
Business/Corporate/Gov't	\$ 400/yr	\$ 200/yr
Seasonal Business (6 mths from start date)	\$ 225/yr	\$ 100/yr
Weekly (all categories – non-profit, business, government, individual)	\$ 10/week per page	

The Rolling Ads are updated twice weekly, on Wednesdays and Saturdays. Please send ads and/or changes 24 hours in advance to ensure ample updating time.

### **Design guidelines:**

Font size – choose a large font size (28pt or larger) for your message and use larger font sizes to make event dates/times stand out. Use an easy-to-read font type and a light background and/or images (high contrasts can be very difficult to view on TV).

Content – Limit total number of lines per page so your message is easy to read. Keep message concise (ie. use point form instead of full sentences if possible). Maximum limit of 50 words per page (less is best). We reserve the right to edit messages for correct spelling/grammar, line length and readability (as needed).

Contact Info – Include name/number so public can get more info.

File Format – Send images as .jpeg .bmp or .gif file formats (w=960/h=720/resolution=96dpi).

Your own ad can also be emailed to [rollingads@hotmail.com](mailto:rollingads@hotmail.com), along with your contact and billing information so we can get in touch with you.

Thank you for supporting Community Radio and Television Programming in Dawson!