



# 2017 Membership Directory

**Don't miss out on this great marketing opportunity!**

Put your company's best face forward to your peers and beyond with an advertisement in the 2017 NSBA Membership Directory.

The NSBA Membership Directory is a comprehensive listing of all members of the North Saskatoon Business Association. Listed in alphabetical order by company name, NSBA members are also indexed by category. You can enhance these free listings with the purchase of display advertising, with a size and message custom-suited to your marketing needs.

**The Directory is also available online!**

Call or email Lara Thompson to book your space:

Lara Thompson  
P: 306.242.2543  
E: [lara.thompson@nsbasask.com](mailto:lara.thompson@nsbasask.com)

**MECHANICAL SPECIFICATIONS** The 2017 NSBA Membership Directory is coil-bound, printed in one color (black and white) at 200 line screen and is created using QuarkXpress on a Macintosh. Accepted file formats are press-ready PDF, eps, tiff, jpeg, ai, qxd and psd. Any needed support files (pictures and fonts) should be supplied along with the ad. Picture resolution should be 400 ppi. Fonts should be converted to outlines when possible. Files can be sent by CD or electronically (email).

## Advertisement sizes

Prime Page 7 Available OBC, IFB, IBC, 4 divider Pages <b>Colour Only</b> \$1,000
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7.5" w x 10" h  
Prime Page

Full Page <b>Colour</b> \$825 <b>B/W</b> \$685
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7.5" w x 10" h  
Full Page

Colour \$495 <b>B/W</b> \$400
<b>HALF PAGE</b>

7.5" w x 4.875" h  
Half Page

Colour \$295 <b>B/W</b> \$240
<b>¼ H PAGE</b>

7.5" w x 2.3" h  
Quarter Page  
Horizontal

Color \$295 <b>B/W</b> \$240
<b>¼ V Page</b>

3.625" w x 4.875" h  
Quarter Page  
Vertical

<b>B/W Only</b> \$150
<b>1/8 H Page</b>

3.625" w x 2.3" h  
Eighth Page  
Horizontal  
(Business Card)

*Please note, there is a \$100 charge for  
Advertisement location selection  
Except for Prime Page Ads*