



the  
bird's • eye

Advertising Quadra Island since 2000

PO Box 485, Heriot Bay, BC, VOP1H0 • Tel: 250-285-3612

## CLASSIFIED ADS

Classified ads over 444 characters/80 words are not accepted. (Do not count spaces.)

We arbitrarily capitalize the first few words of all classified ads to introduce the content. The addition of any graphics, borders, special word placement, or centred text turns your classified ad into a *display ad* of at least the "A" size shown in the side panel.

For publication on Wednesday, classifieds must be submitted no later than Monday, manually by 4 pm or online by 10 pm.

To submit a classified online, or to view an edition of *The Birds Eye* online, visit our website at [www.thebirdseye.ca](http://www.thebirdseye.ca).

Email us at [thebirdseye@qicable.com](mailto:thebirdseye@qicable.com)

**Classifieds cost** 1 - 222 characters (up to 40 words): \$7.62 + GST = \$8  
223 - 444 characters (41-80 words): \$14.29 + GST = \$15

**Obituaries:** Standard rate of \$25 + GST

## DISPLAY ADS

It is an advertiser's responsibility to provide a display ad that's ready to print in either PDF, .doc, .jpg, .gif, .tif, or .png format.

Creating your display ad from scratch? Use standard Bird's Eye widths, **2.4 inches, 3.7 inches, 5 inches, or 7.6 inches**. The ad's height is up to you.

But if you already have an ad graphic that doesn't conform to these exact widths, we can usually work around it.

Please remember that a display ad should be easy to read. Placing too many words in too small a space results in tiny fonts that could upset readers rather than win their interest.

Display ads requested later than noon on Fridays for the next edition are only possible at the editor's discretion.

If your ad runs in two consecutive issues (a single-edition gap still counts as consecutive), then the second and all such recurring ads are discounted 10%.

Display ad prices are rounded to the nearest dollar. Consecutive discounts and GST, not displayed here, are not rounded.

Area cost	square inches	1-5	6-10	11-25	26-60	61-78
	cost per sq. in.	4.75	3.95	3.45	2.95	2.45

At a glance	biz card	1/6 page	1/4 page	1/3 page	1/2 page	full page	double page
Before consecutive discount*	\$23	\$45	\$65	\$83	112	\$190	\$350

\* Consecutive or with a one-edition gap receives a 10% discount

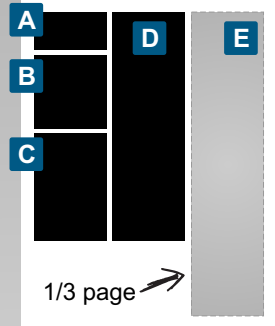
### single column

2.4 inch width\*

Multiply 2.4 inches by any height.

#### Examples

A = 3 sq. inches	\$14
B = 6 sq. inches	23
C = 8.6 sq. inches	34
D = 18.2 sq. inches	62
E = 24 sq. inches	83



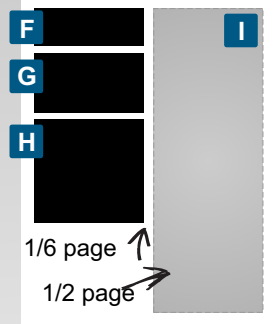
### 1½ columns

3.7 inch width\*

Multiply 3.7 inches by any height.

#### Examples

F = 4.6 sq. inches	\$22
G = 7.4 sq. inches	29
H = 13.0 sq. inches	45
I = 36.4 sq. inches	107



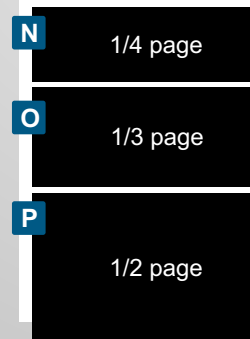
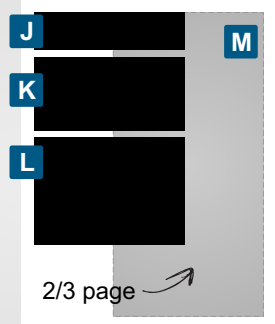
### two columns

5 inch width\*

Multiply 5 inches by any height.

#### Examples

J = 6.3 sq. inches	\$25
K = 12.3 sq. inches	42
L = 17.8 sq. inches	61
M = 50 sq. inches	147



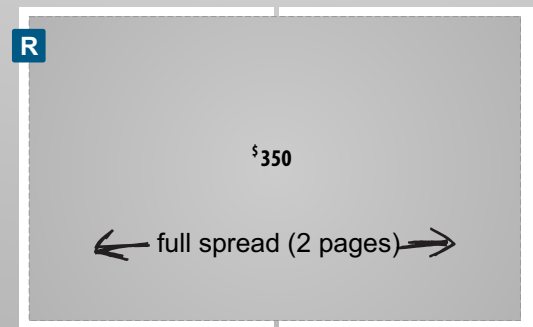
### Q three columns

7.6 inch width

#### Examples

N = 18.9 sq. inches	\$65
O = 24 sq. inches	83
P = 38 sq. inches	112
Q = 78 sq. inches	190

☆ full page



\*Standard column widths include gutters.