

# THIMBLEBerry

ART AND CULTURE IN NORTHERN BC

## MEDIA KIT

### Advertising/ Sales Contact:

**Kara-lee MacDonald**  
250-981-5400  
thimbleberry@unbc.ca

**Robert Budde**  
250-960-6693

### Booking Deadline:

Booking  
Deadline for

Issue #7

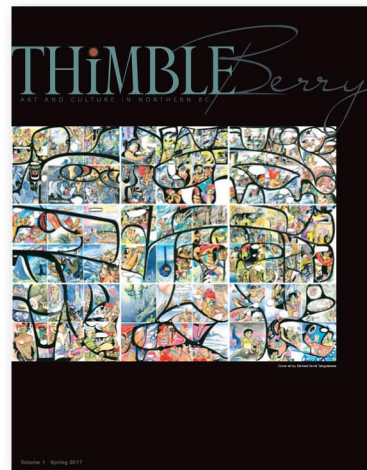
October 7, 2022

Thimbleberry Magazine is a publication devoted to arts and culture in Northern BC.

Thimbleberry Magazine celebrates Northern BC art and culture, including fiction, poetry, creative nonfiction, visual art, and cultural commentary. It publishes original creative work and features regular columnists who document the cultural life of Northern BC. Hosted at UNBC, Thimbleberry mirrors that institution's commitment to serving all of Northern BC's regions, reflecting the cultural life of the place, whether it be urban or rural, mountain or coast, settler or indigenous, celebrating its energy and angst.

[www.thimbleberry.ca](http://www.thimbleberry.ca)

Cover art by Michael Nicoll Yahgulanaas ▶





# WHY ADVERTISING IN THIMBLEBERRY MAKES SENSE:

- \* Northern BC's only magazine of art and culture
- \* An informed, influential, and varied readership
- \* Outstanding advertising value / highly competitive rates
- \* Distribution across Northern BC
- \* Professional and artful ad placement
- \* Exceptional production and design values
- \* Readers keep issues for their collections

## **Managing Editors:**

**Rob Budde** teaches creative writing at the University of Northern British Columbia in Prince George. He has published eight books (poetry, novels, interviews, and short fiction) and appeared in numerous literary magazines. His most recent books are *declining america* and *Dreamland Theatre*.

**Kara-lee MacDonald** is an MA graduate from UNBC. She has taught first-year English at Northern Lights College. Her debut book of poetry, *Eating Matters*, was published with Caitlin Press in October 2016.

## **Visual Art Editor:**

**George Harris** is the Curator and Artistic Director of Two Rivers Gallery in Prince George.

## **Our regular columnists include:**

**Andrew Kurjata, Gillian Wigmore, Jennifer Annais Pighin, Naomi Kavka, and Greg Lainsbury.**

**UNBC** UNIVERSITY OF  
NORTHERN BRITISH COLUMBIA

*Thimbleberry is generously supported by UNBC and an anonymous BC-based private foundation.*

# ADVERTISING INSERTION ORDER



## Advertising Rates:

- 1/4 Page: ..... \$150 .....
- 1/2 Page Vertical: ..... \$275 .....
- 1/2 Page Horizontal: ..... \$275 .....
- Full Page Inside:..... \$500 .....
- Inside Front Cover\*: ..... \$600 .....
- Inside Back Cover\*: ..... \$600 .....

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\* Subject to availability. Sold on a first come first serve basis.

|                          |                       |
|--------------------------|-----------------------|
| <b>Ad cost</b> \$ _____  | <b>TOTAL</b> \$ _____ |
| <b>Subtotal</b> \$ _____ |                       |
| <b>+ 5% GST</b> \$ _____ |                       |

## Billing Information:

|  |                   |
|--|-------------------|
| Company: _____                             | Contact: _____    |
| Address: _____                             | City: _____       |
| Postal Code: _____ Telephone: (    ) _____ | Fax: (    ) _____ |
| Email: _____                               |                   |

## Payment:

Please retain one copy of this insertion order for your records and forward a duplicate copy to the offices of Thimbleberry Magazine, with a cheque made payable to the

Thimbleberry Magazine Society  
1454 Douglas St  
Prince George BC  
V2M 2N2

## NOTE

**Proofs will not be sent out for ads provided press ready.**

**Additional costs will apply for advertising graphic design services.**

**ISSUE** #7

**Deadline:**

October 7, 2022

**Publication Date:**

November 30, 2022

# MECHANICAL REQUIREMENTS & SPECIFICATIONS

## Supply Press Ready Advertisements to:

### Concept Design Ltd.

- Dustin Bertoli

Phone: 250-564-1309

Email: [dustin@conceptdesign.ca](mailto:dustin@conceptdesign.ca)

[www.conceptdesign.ca](http://www.conceptdesign.ca)

For files larger than 10Mb, please contact Concept Design to arrange an alternate delivery method

## Thimbleberry Magazine Produced By:

### University of Northern British Columbia

3333 University Way,  
Prince George BC V2N 4Z9

Contact:

### Kara-lee MacDonald

250-981-5400

[thimbleberry@unbc.ca](mailto:thimbleberry@unbc.ca)

### Robert Budde

250-960-6693

Guide layout and design by:  
Concept Design Ltd.

## Mechanical Requirements

|                      |  |
|----------------------|--|
| 1/4 Page:            | 3.375" w x 4.8125" h   |
| 1/2 Page Vertical:   | 3.375" w x 9.875" h  |
| 1/2 Page Horizontal: | 7" w x 4.8125" h   |
| Full Page Inside:    | Trim size 8.25" w x 10.75" h<br>+ 0.25" bleed on all 4 sides |
| Inside Front Cover:  | Trim size 8.25" w x 10.75" h<br>+ 0.25" bleed on all 4 sides |
| Inside Back Cover:   | Trim size 8.25" w x 10.75" h<br>+ 0.25" bleed on all 4 sides |

## Specifications

### Digital files to be supplied

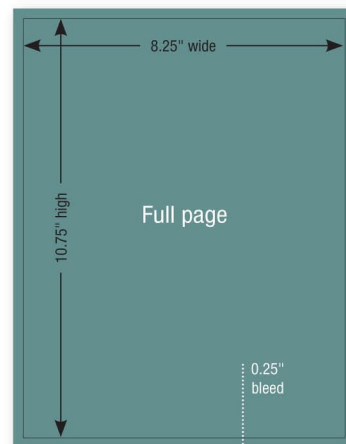
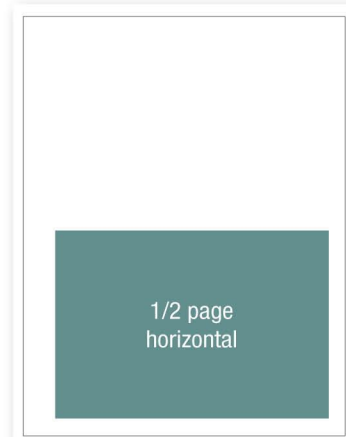
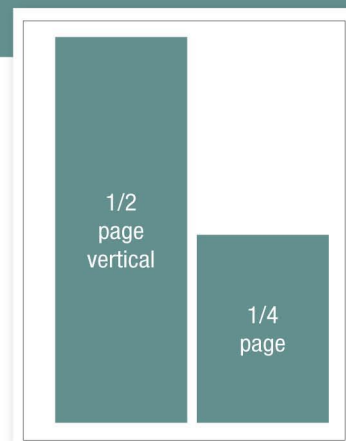
- CMYK format
- Press Ready PDF file
- Adobe Photoshop - TIFF or JPEG (Resolution: 300 ppi, CMYK)
- Adobe Illustrator - save as Press Ready PDF (Convert all fonts to outlines, embed all images)

### NO OTHER FILE FORMATS ACCEPTED

### EXTRA CHARGES

If press ready material does not conform to Publisher's mechanical requirements, the advertiser will be billed for any additional costs. **Changes to existing ads will be subject to additional charges.**

**Proofs will not be provided for ads supplied press ready.**



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