

Advertising Packages Marine Atlantic Passenger Ships (APPENDIX "A")

Primary location- High Traffic areas such as:

Vessels:

Larger seating areas, cafeteria, lounges, escalators, bar and Purser's Square

Terminals:

Main floor (outside cafeteria and T.V. lounges) and hallway North Sydney
Main area (main floor) and Cafeteria in PAB

Intermediate location- Medium traffic areas such as:

Vessels:

Designated lounges, dormitory sleepers and access to outside decks

Terminals:

Cafeteria and seating area (second floor) in North Sydney
T.V. lounge and hallway (second floor) and the Bar in Port aux Basques

Base location- Lower traffic areas such as:

Vessel:

Cabins, stairwells, elevators and on the MV Leif Ericson the dormitory sleepers

Terminals:

Bar and stairwell in North Sydney

Packages

Package #1

(3 available)

MV Caribou	2 – primary, 1 – intermediate
MV Joseph and Clara Smallwood	2 – primary, 1 – intermediate
MV Leif Ericson	1 – primary, 1 – base
North Sydney Terminal building	1 – intermediate
Port aux Basques Terminal building	1 – intermediate
<u>Bonus:</u> During operating season Argentia Terminal building	1

PRICE: \$1800.00 + HST (low season)
\$3500.00 + HST (high season)
\$5000.00 + HST (12-months)

Package #2

(7 available)

MV Caribou	2 – primary
MV Joseph and Clara Smallwood	2 – primary
MV Leif Ericson	1 – primary
North Sydney Terminal building	1 – primary
Port aux Basques Terminal building	1 – primary
Bonus: During operating season Argentia Terminal building	1

PRICE: \$1500.00 + HST (low season)
\$2950.00 + HST (high season)
\$4100.00 + HST (12-months)

Package #3

(1 available)

MV Caribou	1 – primary, 1 – intermediate, 1 – base
MV Joseph and Clara Smallwood	1 – primary, 1 – intermediate, 1 – base
MV Leif Ericson	1 – primary
North Sydney Terminal building	1 – primary
Port aux Basques Terminal building	1 – primary
Bonus: During operating season Argentia Terminal building	1

PRICE: \$1250.00 + HST (low season)
\$2840.00 + HST (high season)
\$3800.00 + HST (12-months)

Package #4

(4 available)

MV Caribou	2 – primary
------------	-------------

MV Joseph and Clara Smallwood	2– primary
MV Leif Ericson	1 – base
North Sydney Terminal building	1 – intermediate
Port aux Basques Terminal building	1 – intermediate
Bonus: During operating season Argentia Terminal building	1

PRICE: \$1000.00 + HST (low season)
\$2650.00 + HST (high season)
\$3300.00 + HST (12-months)

Package #5 (3 available)

MV Caribou	2– base
MV Joseph and Clara Smallwood	2– base
MV Leif Ericson	2– base
North Sydney Terminal building	1 – base
Port aux Basques Terminal building	1 – intermediate
Bonus: During operating season Argentia Terminal building	1

PRICE: \$700.00 + HST (low season)
\$2150.00 + HST (high season)
\$2500.00 + HST (12-months)

Single Posters

MV Caribou

Primary (2 available)

Price: \$300.00 + HST (low season)
\$600.00 + HST (high season)
\$800.00 + HST (12-months)

Base (1 available)

Price: \$210.00 + HST (low season)
\$420.00 + HST (high season)
\$580.00 + HST (12-months)

Primary/smaller (4 available)

Price: \$300.00 + HST (low season)
\$600.00 + HST (high season)
\$800.00 + HST (12-months)

MV Joseph and Clara Smallwood

Intermediate (13 available)

Price: \$260.00 + HST (low season)
\$540.00 + HST (high season)
\$650.00 + HST (12-months)

Base (1 available)

Price: \$210.00 + HST (low season)
\$420.00 + HST (high season)
\$580.00 + HST (12-months)

Primary/smaller (4 available)

Price: \$300.00 + HST (low season)
\$600.00 + HST (high season)
\$800.00 + HST (12-months)

MV Leif Ericson

Primary (1 available)

Price: \$300.00 + HST (low season)
\$600.00 + HST (high season)
\$800.00 + HST (12-months)

Annual Ferry Schedule Brochures

Package #1

Price: \$5000.00 + HST (for the year)

Doubled sided page

Distribution: 150,000 copies

Poster Specifications

Finished Size: 23" wide X 35" high

Color: Spot color or CMYK process

Paper Stock: Poster grade paper with glossy finish

Outside border: ½ inch with no information

Each poster will be covered with 1/8 inch Plexiglas to protect your advertisement.

Brochure Specifications

Center Spread:

With Bleed - size: 8.5" wide x 7.875" high, leaving .125" around for bleed for trimming
copy should not exceed 8" x 7.25"

No Bleed - size: 8" wide x 7.25" high

Full page ad:

With bleed - size 8.5" wide x 3.9375" high, leaving .125" around for bleed for trimming
copy should not exceed 8" x 3.5"

No Bleed - size: 8" wide x 3.5" high

Artwork for all ads should be supplied digitally.

The Ferry Schedule is developed in Adobe Illustrator and printed with a 150 line screen.

Prepared ad format: ai; pdf or eps (hi-res)

Ads must be supplied in process color (CMYK)

Make sure all related files such as the hi-res images, logos are supplied.

All fonts should be converted to curves.

Artwork may be supplied on CD, Zip disks or email.

PRICE: \$5000.00 + HST (for the year)

Doubled sided page

Note: Advertisement will need to be in both official languages.

Distribution: 150,000 copies

Finished posters to be delivered to:

Neil Paterson

Manager Hospitality Services

Marine Atlantic

335 Purves Street

North Sydney, NS

B2A 3V2