



Inuvik Community Channel 4 Advertiser Information

General Information

The Inuvik Community Channel provides residents, businesses and organizations in the Western Arctic with affordable television advertising and an effective way to reach out to the community. Ads are displayed on channel 4 of New North Networks' cable television service 24 hours a day, 365 days a year.

This document contains pricing details, frequently asked questions, guidelines for artwork submissions and some examples of effective ads. If you have any questions, contact our office by phone or email and we will be happy to assist you.

Frequently Asked Questions

Who uses it? Businesses, non-profits, government agencies, private citizens - anyone who has a message to share with people who live in or are travelling through the Western Arctic.

What do they use it for? Common ads include job postings, event notifications, public service announcements and general advertising but it is also used for birthdays and other social occasions.

Who does it reach? Over 70% of households in Inuvik subscribe to New North Networks' cable television service. New North Networks' television service is also available in most hotel rooms in the area. Ads are also posted on the 'Inuvik Community Channel' Facebook group.

How much does it cost? Pricing depends on the duration of the posting and whether graphic design work was required or requested. In general, advertisers are charged \$7.50 per day plus a one-time listing fee of \$10 per ad, however, a 15% discount is applied to the daily rate for ongoing ads that are posted for longer than 30 days. Detailed pricing information is provided on the third page of this document.

Who makes the ads? We encourage advertisers to create their own artwork, however, graphic design is available upon request for an additional fee. Keep in mind that all submissions need to follow the guidelines outlined in this document in order to ensure ad quality and legibility.

Sounds good! What's next?

- 1) Create your artwork using the guidelines provided on the second page of this document. The fourth page contains examples of effective advertisements.
- 2) Send your file(s) to office@newnorth.ca with your name, contact information and the dates that you want your ad posted. Include "Ch4" in the subject line of the email.
- 3) Once the artwork is approved, you will receive an invoice for the total. It may take up to 24 hours before your ad is visible. Urgent same day posting may be available for an additional fee.





Inuvik Community Channel 4 Advertiser Information

Guidelines for Artwork Submissions

All artwork submissions should follow these guidelines. Adherence to these guidelines will ensure that your ad is legible across all televisions and devices. Submissions that do not follow these guidelines may require graphic design work at an additional cost to the advertiser. We will always consult with advertisers on the scope and cost of any graphic design work prior to commencing.

Format: Artwork should be submitted in a **.jpg or .png image format.**

Size: Artwork should be exactly **1280px wide by 720px tall.** (Landscape not portrait)

Borders: Maintain a 36px margin on each side for important content. Some televisions may not be set to display a 4:3 ratio and clipping along the edges may occur. **72px margins** will allow for comfortable viewing.

Colours: Avoid oranges, yellows and pastel colours. **Aim for high contrast.** Older televisions will not differentiate between similar colours - especially lighter colours.

Image Resolution: Ads are broadcast in standard definition (720 x 480) in order to display properly on older analogue televisions. This is a much lower resolution than is common on modern computer screens. **Avoid graphics with fine details and use large photos** to ensure picture clarity.

Fonts: Use **bold sans-serif fonts** no smaller than 24pt. Fonts **larger than 28pt** are recommended to ensure comfortable viewing for all audiences. Avoid italics and thin font families.

Tips for Designing an Effective Advertisement:

- 1) Keep it simple. A few sentences and a single picture works well. One idea at a time.
- 2) The more words and pictures you have, the less they will be noticed or memorized.
- 3) Do not overwhelm the audience with information. The goal is to get attention.
- 4) Provide one preferred point of contact where people can go to find out more - be it a website, an email address, a social media account or a phone number.
- 5) Use your time and space wisely. Each ad is visible for 15 seconds. There is not enough time to read a paragraph of text. If you need more space, use multiple ads.
- 6) Know your medium and your audience. Some televisions are small. Some people have difficulty seeing. Make text big and bold.

Need a little help? Our graphic designer is available to answer any questions you may have.





Inuvik Community Channel 4 Advertiser Information

Ad Channel Pricing

The price for posting an ad consists of a flat listing fee and a daily rate plus GST. A discount is applied to ongoing ads that are posted for more than a month. Payments are due within 30 days. Graphic design work and editing is available at an additional cost.

Listing Fee: \$10.00 + GST

The listing fee applies to every posting. Advertisers also incur this charge if they request for the ad to be removed prematurely and/or request for an ad to be replaced with another.

New North Networks waves the listing fee for special community announcements such as birthdays, anniversaries and memorials.

Regular Daily Rate: \$7.50 / Day + GST

A 15% discount is applied to the daily rate for ads posted longer than 30 days.

Please note, this discount applies only if payment is received before the due date - 30 days from the date of initial posting.

Graphic Design Work

Our graphic design team is available to assist with the creation and editing of ads. Custom artwork and branded templates may take up to two business days to complete.

Custom Graphics: \$120 / Ad + GST

Our graphics team can create an eye-catching professional advertisement for your organization. Custom artwork includes one free revision.

Branded Template: \$80 / Template + GST

We can design a branded template for your organization that will allow you to make your own ads more easily - just add text and you're ready to go.

Formatting & Editing: \$60 / Adjustment + GST

If your ad is submitted in the wrong format, is not the correct size or requires editing to meet specifications, our graphic design team can make the appropriate adjustments. This rate also applies to changes made to ads that have already been posted.

Our graphic design team will always consult with advertisers before making any adjustments or edits.

Scanning: \$20 / Page + GST

If you would like to advertise on the Inuvik Community Channel but do not have access to a computer, we can transform printed ads into digital documents. Please note, a scanned ad that is not the correct size may require additional formatting at an additional charge.





Inuvik Community Channel 4 Advertiser Information

JANUARY 8-10
2021
INUVIK SUNRISE FESTIVAL



Family activities
Contests
Workshops
Fireworks Show

More Information
867.777.8618
www.inuvik.ca
tourism@inuvik.ca



**UNLIMITED
INTERNET**

**new north
networks**

Call 867-777-2111

New North Networks
74 Firth Street
PO BOX 2338
Inuvik, NT, Canada X0E 0T0

Tel: (867) 777-2111
Email: info@newnorth.ca
Web: www.newnorth.ca
Social: facebook.com/NewNorthNetworks

