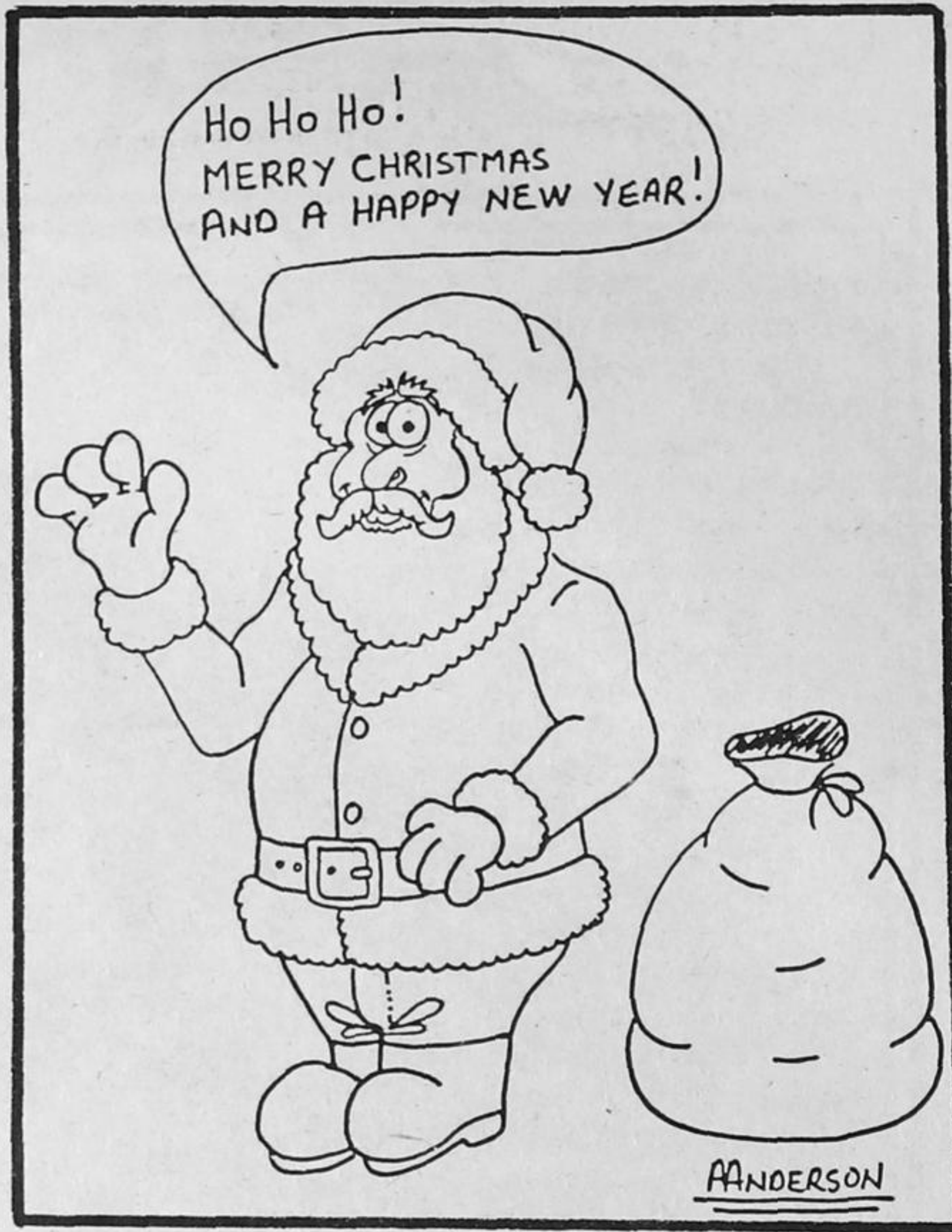


EDITORIAL PAGE

Hints to Help Us get your Ads RIGHT!

- 1) Make sure we can READ your copy.
 - 2) Indicate the SIZE you wish to insert.
 - 3) DO NOT write directly on logos, art work, illustrations, etc you wish us to use - write your required copy on a separate sheet indicating where you wish it inserted.
 - 4) We DO NOT have an Art Department - requested illustrations will be as close as possible. If sending in "illustrations" logos etc. please remember:
ONLY BLACK & RED CAN BE REPRODUCED Blue, and other pale colour: DO NOT photograph.
(Our printer uses a photographic process)
 - 5) If you take an ad (yours or another companies) from another newspaper, you are required to get permission to use it from that paper.
 - 6) MAKE SURE YOUR AD IS IN BEFORE THE DEAD-LINE (The Wednesday BEFORE the LAST Tuesday of each month)
- Thank you for your co-operation.



The North Leeds Lantern is a monthly Community Newspaper, distributed free of charge to all households in the Townships of Bastard & S. Burgess, Rear of Leeds & Lansdowne, South Crosby and the Village of Newboro. Funding is provided through advertising revenue, which pays for the cost of production while the above named Township Councils contribute towards the mailing costs.

Subscriptions are available to those residing outside of those areas named at a cost of \$7.50 Canadian residents; \$10.00 U.S. mailings. Circulation averages 2,800/month.

The aim of the Lantern is to provide a monthly newspaper of interest to the residents of the areas it serves. News from Councils, local organizations and the public is published as space permits and under the guidelines set down by the Board of Directors. The Lantern also hopes to provide a forum for local concerns and invites articles or letters from the general public. All items submitted MUST be signed for publication.

Deadline Lantern goes to press the last Tuesday of each month. Material must be submitted NO LATER than the Wednesday prior to press date.

ADVERTISING SPACE MUST BE BOOKED BEFORE THAT DEADLINE DATE.

Advertising Content: The Lantern staff prepare ads for print, however the content of the ad is the responsibility of the advertiser. False or misleading advertising should be brought to the attention of the advertiser in question. Birth, Death, Wedding, Graduation Notices, etc, are not accepted as these fall under the jurisdiction of the daily or weekly papers. This is the Policy of the Directors. Calender & Coming Events: Items are included FREE in these areas if submitted before the deadline. Calender items, of necessity, must be brief. Coming Events items may NOT include cost, ticket sellers, etc. and should not be unduly long. It is the responsibility of the organization/s to inform IN WRITING any changes relating to weekly events listed on Calender. It is also advisable to list items for Coming Events &/or Calender on a separate sheet to an organization's news item.

Planning Calender: As an on-going service, the Lantern offers FREE listing in the ADVANCED PLANNING Column. Each month's activities MUST be submitted separately.

N.B. Commercial enterprises MAY NOT use Calender or Coming Events columns unless proceeds are going to charity or local service organization.

Phone Calls: NO MATERIAL, ADS, EVENTS, etc. WILL BE TAKEN OVER THE PHONE. We would appreciate ALL material, inquiries, etc. be submitted through the mail:

NORTH LEEDS LANTERN
BOX 267 PORTLAND
ONT. K0G 1V0

BACK ISSUES of the Lantern can be seen in the Elgin Branch Library. Deadline Dates are always listed on the Editorial Page of each issue.

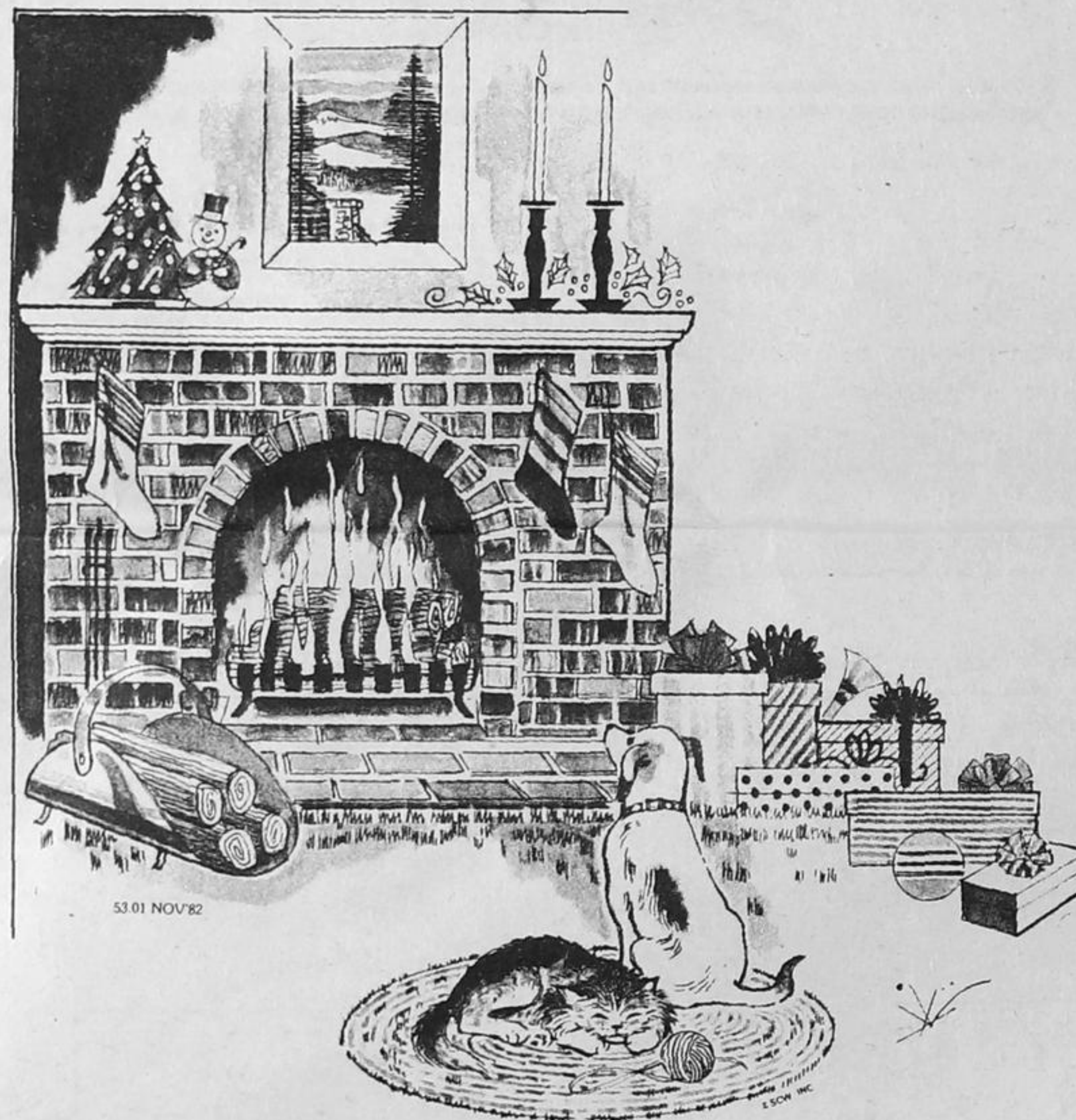
PAYMENT OF ACCOUNTS:

We request all accounts be paid promptly and directed to the Lantern at the above address. If you are paying on behalf of an organization, please state the organization and the number from your invoice (if not returning invoice with payment) This allows us to credit the correct account.

The Lantern reserves the right to adjust Ad sizes, depending on space available.

FOR INFORMATION OR TO PLACE ADVERTISEMENTS
PLEASE WRITE TO:
THE NORTH LEEDS LANTERN
BOX 267, PORTLAND,
ONTARIO, K0G 1V0
OR PHONE 272-3315
FOR SUBSCRIPTIONS ONLY
WRITE TO Margaret Keith,
Seeley's Bay, Ont. K0H 2N0
and make cheques payable to
The North Leeds Lantern

DIRECTORS 1991-1992
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Betty Blackman -
Assoc. Ed/Layout
Limmy Scovil - Sec./Treasurer
Jansje Keates - Layout
Doug Roantree - Layout
Jeff Baker - Layout/Delivery
Jane Monaghan
Marjorie Jackson
Lorraine Porter



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| Wife Assault Helpline | 1-800-267-9445 |
| Heart & Stroke Foundation | 345-6183 |
| Canadian Mental Health Association | 345-0950 |
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