

EDITORIAL PAGE.

While the LANTERN will continue to use the Elgin Community Room for layout and the Elgin Library facility for location of files - **PHONE CALLS & ENQUIRIES SHOULD NOT BE DIRECTED TO THE LIBRARY (or staff).**

PLEASE NOTE OUR NEW MAILING ADDRESS

**Box 267
Portland, Ontario
K0G 1V0**

Once again please remember that deadline means **DEADLINE**. The amount of typing and advertisement work that must be accomplished in the few days between deadline and layout is alarming, as volunteers we do have personal lives that sometimes intrude upon the business of the Lantern.

Executive 1987-88
Editor - Brys Scovil
Assoc. Editor - Betty Blackman
Treasurer - Limmy Scovil
Secretary - Susan Duncan

Layout

Brys Scovil, Doug Roantree, Betty Blackman, Jeff Baker, Jansje Keates

DIRECTORS

Jeff Baker; Marjorie Jackson;
Jansje Keates; Pat Little;
Eldon Albert; Jane Monaghan;
Earl Mattice

Billing Jansje Keates
Front Covers Earl Mattice
Typing Lynn Bastedo

Delivery Eldon Albert
Focus Feature All Directors

Circulation
Mrs. Margaret Keith
Seeley's Bay, Ont.
K0H 2N0

NORTH LEEDS LANTERN

BOX 267, PORTLAND, K0G 1V0

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 colours DO NOT photograph.
- 5) Our printer uses a photographic process
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 and \$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. **CALENDAR & COMING**

EVENTS: Items are included **FREE** in these areas if the items are submitted before deadline. Calendar 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 the Calendar. It is also advisable to list items for Coming Events on **separate sheet** from the organization's news items.

N.B. Commercial enterprises **MAY NOT** use Calendar or Coming Events columns unless proceeds are going to charity or local service organization. Back Issues of the Lantern can be seen in the Elgin Branch Library. **PAYMENT OF ACCOUNTS;** We request all accounts be paid promptly and directed to the Lantern at : **BOX 267, PORTLAND, ONT. K0G 1V0**

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.**

Happy St. Patrick's Day!
Happiness Always!



Advertising Rates

Preprinted Business Cards \$5.00
3x2 6.00
3x3 10.00
3x4 11.00
3x5 12.00
3x6 13.00
3x7 14.00
¼ page 26.00
½ page 52.00
full page 104.00
Size assessment is taken to the nearest square inch.
Ad size over 21 square inches @ 65¢ per square inch.
Photo reproduction in ads 7.00
Classifieds 2-4 lines 200
5-8 lines 4.00
Thankyous 4.00 minimum paid with ad.
All classifieds should be paid for at time of insertion of ad.

Month	Deadline	Layout	Issued
Feb.	Jan. 20	Jan. 26	Jan. 29
March	Feb. 17	Feb. 23	Feb. 26
April	Mar. 23	Mar. 29	Apr. 1
May	Apr. 20	Apr. 26	Apr. 29
June	May 25	May 31	Jun. 3
July/Aug	Jun. 22	Jun. 28	Jul. 1
Sept.	Aug. 24	Aug. 30	Sep. 2
Oct.	Sep. 21	Sep. 27	Sep. 30
Nov.	Oct. 19	Oct. 25	Oct. 28
Dec.	Nov. 23	Nov. 29	Dec. 2
N.B.	July/August	Deadline	



IMPORTANT NUMBERS

Dr Brian Trickey	359-1155
Rideau Medical Centre	272-2500
Portland Health Centre	272-3302
Family Focus	359-1069
Red Cross Homemakers	359-3582
V.O.N. Office	272-2343
Ambulance	1-800-267-0991
V.O.N. Seniors Support	359-1068
Canadian Cancer Society	273-2184