

# Real Estate/ Rentals

## 2012 RATECARD



RATES EFFECTIVE  
JANUARY 1, 2012

\*RATES ARE NET  
AND DO NOT INCLUDE  
APPLICABLE H.S.T.

The Toronto Sun  
333 King Street East,  
Toronto, Ontario  
M5A 3X5  
Phone: 416-947-2333

### DISPLAY AD RATES:

If booking is cancelled early, the cost will be pro-rated to the appropriate rate card level.

#### DISPLAY RATES

	1x	4x	12x	26x	52x
50 Lines .....	\$ 319 .....	\$ 263 .....	\$ 240 .....	\$ 212 .....	\$ 188 .....
100 Lines .....	\$ 475 .....	\$ 404 .....	\$ 366 .....	\$ 329 .....	\$ 294 .....
1/4 Page .....	\$1,540 .....	\$1,308 .....	\$1,191 .....	\$1,075 .....	\$ 958 .....
1/2 Page .....	\$2,900 .....	\$2,468 .....	\$2,256 .....	\$2,039 .....	\$1,825 .....
Full Page .....	\$5,646 .....	\$4,820 .....	\$4,405 .....	\$3,993 .....	\$3,578 .....



### TERMS AND CONDITIONS

- Accounts are subject to credit verification before acceptance.
- Invoices are payable when rendered.
- Overdue accounts are charged interest on the unpaid amount at an annual rate of 18%, calculated and compounded every 4 weeks.
- The publisher reserves the right to increase the rate stipulated herein at anytime on thirty days notice in writing.
- Contest advertising to include publication of results; ads must be submitted in advance and include rules.
- Not responsible for incorrect appearance of key numbers.
- Advertisements ordered in specific space shall be measured from cut-off rule to cut-off rule.
- The Sun reserves the right to omit or limit the size of any advertisement; to refuse to publish any advertisement or any portion thereof which, in their absolute discretion, is unacceptable; and to add the word "Advertisement" or "Advt." to any advertisement. The Sun reserves the right to classify all ads. In consideration for the publication of any advertisement, the advertiser agrees to indemnify The Sun from any claims that arise out of publication of such advertisement.
- The advertiser agrees that the Toronto Sun shall have no liability whatsoever to the advertiser as a result of, or in respect of, errors in ads in excess of the amount paid by the advertiser for the space actually occupied by that portion of the ad in which the error occurred, whether such error is due to the negligence of the Toronto Sun or otherwise, and the Toronto Sun shall have no liability whatsoever to the advertiser as a result of, or in respect of, the non-insertion of any advertisement in excess of the amount paid by the advertiser for such advertisement whether such omission is due to the negligence of the Toronto Sun or otherwise.
- Accuracy is critical to the advertiser and the Toronto Sun. Please check your advertisement on the first day of insertion.
- Not responsible for advertising material unless return delivery instructions are received with order.
- Contingent orders will not be accepted.



**ON-LINE AND 24 HOURS ADVERTISING OPPORTUNITIES AVAILABLE**

- Please ask your Sales Representative

**Local News • Sports • Entertainment**