

2012

DISPLAY ADVERTISING RATES



deliver your message
to 150,000 readers daily



• **display rates**

	Mon-Thurs	Fri, Sat	Sun
Casual Rate	\$3.48	\$3.58	\$4.18

• **volume discounts**

Over \$5,000	5%
Over \$10,000	10%
Over \$25,000	15%
Over \$50,000	20%
Over \$100,000	25%
Over \$200,000	30%

1600 line page format

• **colour advertising (add)**

ALL LOCAL	Mon-Thurs	Fri, Sat & Sun
BW+1	\$1,216.85	\$1,824.75
BW+2	\$1,824.75	\$2,432.64
BW+3	\$2,432.64	\$3,650.56

Minimum size 800 lines. All colour agreements subject to availability.
Non-discounted colour rates will take precedence.

• **special classifications**

Charitable	\$3.14	\$3.22	\$3.71
Legal Notices	\$6.87	\$6.98	\$8.36
Affidavits	\$42.57		
Announcements	\$2.95		
Careers	\$8.23		
Auctions	\$3.78		

• **position charges**

Any Guaranteed Page	30%
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• **prime special positions**

Saturday Top Banner (10x23 process)	\$1,608.86
Front Page Banner (10x23 process) Mon-Sun	\$1,608.86
Page 4 Banner (10x23 process) Mon-Sun	\$1,090.77
Page 2 Mini-Banner (5x23 process) Mon-Sun	\$724.09
Comic Page (3x46 process) Mon-Sat	\$504.70
Front Page Earlugs (3x20 process) Mon-Sun	\$535.60
Page 3 Banner (10x23 process) Mon-Sun	\$1,180.38
Sports Front Page Banner (10x23 process) Mon-Sat	\$1,014.55
Sunshine Girl Banner (10x23 process) Mon-Sun	\$684.95
Others available on request.	

• **insert rates** (per load)

1 x = \$82 • 3 x = \$69 • 6 x = \$59 • 13 x = \$54 • 26 x = \$48 • 52 x = \$43

• **specialty products (per 1000)**

Coupon Bag	\$250
Pouch Bag (under 100g)	\$250
Tag-Alongs	\$268
Bellybands	\$245

effective January 1, 2012

ask us about your advertising opportunities:

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