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ADVERTISING RATES

EFFECTIVE JULY 1, 2016

All rates are based on a one time insertion, per column inch rate of \$14.13

Divide the per column inch rate by 14 for individual line rate.

1 insertion	\$14.13 per column inch	(one time rate)
3 insertion	\$13.43 per column inch	(5% discount)
6 insertion	\$12.76 per column inch	(10% discount)
13 insertion	\$12.11 per column inch	(15% discount)

- 84 column inches per page
- 6 columns wide per page
- 14 lines per column inch
- 196 lines deep per page

- *Sample cost on a one time insertion, per column inch rate of \$14.13*

Full Page	(84")	\$1188.00
Half Page	(42")	\$594.00
Quarter Page	(21")	\$298.00
Eighth Page	(10")	\$142.00

2 col x 2 inch	\$57.00 + Tax (8.55)	= \$65.55
2 col x 3 inch	\$84.00 + Tax (12.60)	= \$96.60
2 col x 4 inch	\$112.00 + Tax (16.80)	= \$128.80
2 col x 5 inch	\$142.00 + Tax (21.30)	= \$163.30

Package of 4 - 2 col x 2 inch \$176.00 + Tax (26.40) = \$202.40

Package of 4 - 2 col x 3 inch \$265.00 + Tax (39.75) = \$304.75

• PREPAYMENT REQUIRED

Preferred positions, when available (extra 20%)

Process Color, add 30% + HST

Contract rates available upon request.

All rates are subject to 15% HST

DEADLINE FOR ADVERTISING IS 5:00 PM ON TUESDAY EACH WEEK