

ATTENTION:

Proud to have served the Greenstone Region for over 60 years!



Times Star



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2017 Rate Card

MECHANICAL SPECIFICATIONS:

TABLOID: 5 columns

1 Col. = 11.5 points wide x 220 agate lines deep.
(1.875" wide x 15.75" deep).

Total agate lines, full page = 1100.

Classifieds: .35 cents per word
(min. \$7.50 - up to 21 words).

DEADLINES: All copy must be booked no later than Friday noon preceding date of publication.
(Thursday deadline before long weekends)

PRODUCTION: ~1,400 (Insert quantity required)

CIRCULATION: VC Audit (CCNA) - 770 paid.
1 YEAR SUBSCRIPTION \$74.29+5% GST= \$78.00

CLASSIFIED ADVERTISING:

Flat rate for 21 words or less:

1 week	\$7.50	<i>All classifieds payable in advance.</i>
2 weeks	\$13.50	
3 weeks	\$17.00	
4 weeks	\$22.00	
Ads over 21 words	\$0.30/word	Photos: 1" \$15.00 2" \$25.00

MARKETPLACE DIRECTORY

Weekly	\$25.75
Monthly	(-10% OFF)
Yearly	(-50%) \$669.50

OBITUARIES

(received digitally)

Text	\$65.00	Up to 300 words
Photo (13/4" x 3")	\$30.00	Over 300 words \$0.20/word

FLYER INSERTIONS

Total Circulation	\$145.00	80G & LESS - SAME
Limited Circulation	\$0.15 each	81G - 200G - DOUBLE 201G & UP - REQUEST QUOTE

FORMATS ACCEPTED

Microsoft Word and Note Pad for text
All photos must be jpeg, tif, bitmap or eps
Camera-ready ads can be .pdf format

VOLUME DISCOUNT RATES

For consecutive runs of same ad, or camera-ready ads
(For ads up to 39")

PERIOD	DISC.	
Casual	0%	Minimum 10% added to long-term ad runs when ad content changes regularly
3 runs	0%	
5 runs	5%	
10 runs	15%	
15 runs	18%	
20 runs	20%	
25 runs	22%	
30 runs	25%	
35 runs	27%	
40 runs	30%	
45 or more	35%	

All prices include basic layout. Complex ad layouts and forwarding may be subject to additional charges.

COSTING CASUAL DISPLAY ADS

1) Multiply the ad width (no. of columns) by the ad height (in inches) to get total # of col. inches.

of COLUMNS wide X HEIGHT = COL. INCHES

2) Match this number with COL. INCHES listed below to get the price of your ad. For fractions, multiply by the inch rate and add the HST.

COL. INCHES	PRICE	HST	TOTAL
1"	9.04	1.18	10.22
2"	18.08	2.35	20.43
3"	27.12	3.53	30.65
4"	36.16	4.70	40.86
5"	45.20	5.88	51.08
6"	54.24	7.05	61.29
7"	63.28	8.23	71.46
8"	72.32	9.40	81.72
9"	81.36	10.58	91.94
10"	90.40	11.75	102.15
11"	99.44	12.93	112.37
12"	108.48	14.10	122.58
13"	117.52	15.28	132.80
14"	126.56	16.45	143.01
15"	135.60	17.63	153.23
16"	144.64	18.80	163.44
17"	153.68	19.98	173.66
18"	162.72	21.15	183.87
19"	171.76	22.33	194.09
20"	180.80	23.50	204.30

(1/4 pg.)

Ads 40" and over 10% off

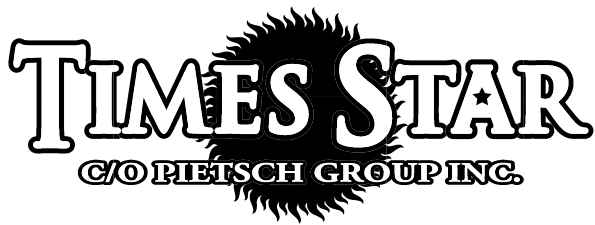
40"	324.44	42.31	366.75
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(1/2 pg.)

Full page (80")	578.56	75.21	653.77
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Colour Charge \$140.00 per plate

Contact our advertising manager today for our best rates!



AD SIZING SHEET:

<p>\$18.08</p> <p>1 col. x 2" deep = 2 col" ad</p>			
	<p>\$54.24</p> <p>2 col. x 3" deep= 6 col. " ad</p>		
		<p>\$108.48</p> <p>3 col. x 4" deep= 12 col. " ad</p>	
			<p>\$180.80</p> <p>4 col. x 5" deep = 1/4 pg ad (20 col.")</p>

COLUMN SIZES (IN INCHES):

- 1 column inch = 1.885"
- 2 column inch = 3.964"
- 3 column inch = 5.964"
- 4 column inch = 7.964"
- 5 column inch = 9.964"

1/2 PAGE SIZE OPTIONS (IN INCHES):

- * 40 column inches total *
- 4 col" x 10" h
- 5 col" x 8" h
- 3 col" x 13.3" h

1/4 PAGE SIZE PAGE OPTIONS (IN INCHES):

- * 20 Column inches Total *
- 4 col" x 5" h
- 5 col" x 4" h
- 3 col" x 6.66"h
- 2 col" x 10" h