

**ATTENTION:**

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

**Times Star**

401 Main Street - P.O. Box 340  
Geraldton, Ont. P0T 1M0

Tel: (807) 854-1919

Fax: (807) 854-1682



Advertising e-mail: editor@thetimesstar.ca

Editorial e-mail: editor@thetimesstar.ca



**2021 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: .34 cents per word

(min. \$8.25 - 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.

**CLASSIFIED ADVERTISING:**

Flat rate for 21 words or less:

1 week .....	\$8.25	<i>All classifieds payable in advance.</i>
2 weeks .....	\$14.93	
3 weeks .....	\$20.78	
4 weeks .....	\$24.27	
Ads over 21 words .....	\$0.34/word	Photos: 1" \$15.00 2" \$25.00

**MARKETPLACE DIRECTORY**

Weekly .....	\$27.00
Monthly .....	(-10% OFF) \$24.30
Yearly .....	(-50%) \$702.00

**OBITUARIES**

*(received digitally)*

Text .....	\$68.25	Up to 300 words
Photo (13/4" x 3") .....	\$31.50	Over 300 words \$0.20/word

**FLYER INSERTIONS**

Total Circulation .....	\$152.25	80G & LESS - SAME
Limited Circulation .....	\$0.20 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")*

<u>PERIOD</u>	<u>DISC.</u>	
Casual	0%	Minimum 10% added to long-term ad runs when ad content changes regularly
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.

<u>COL. INCHES</u>	<u>PRICE</u>	<u>HST</u>	<u>TOTAL</u>
1" .....	9.97	1.30	11.27
2" .....	19.94	2.59	22.53
3" .....	29.91	3.89	33.80
4" .....	39.88	5.18	45.06
5" .....	49.85	6.48	56.33
6" .....	59.82	7.78	67.60
7" .....	69.79	9.07	78.86
8" .....	79.76	10.37	90.13
9" .....	89.73	11.66	101.39
10" .....	99.70	12.96	112.66
11" .....	109.67	14.26	123.93
12" .....	119.64	15.55	135.19
13" .....	129.61	16.85	146.46
14" .....	139.58	18.15	157.73
15" .....	149.55	19.44	168.99
16" .....	159.52	20.74	180.26
17" .....	169.49	22.03	191.52
18" .....	179.46	23.33	202.79
19" .....	189.43	24.63	214.06
20" .....	199.40	25.92	225.32

*(1/4 pg.)*

*Ads 40" and over 10% off*

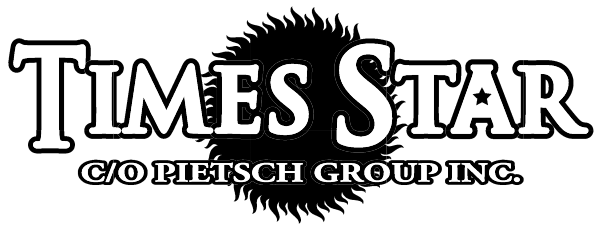
40" .....	358.92	46.66	405.58
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*(1/2 pg.)*

Full page	20% off		
(80") .....	638.08	82.95	721.03

*Colour Charge \$140.00 per plate*

**Contact our advertising manager today for our best rates!**



**AD SIZING SHEET:**

<p><b>\$19.94</b></p> <p>1 col. x 2" deep = 2 col" ad</p>			
	<p><b>\$59.82</b></p> <p>2 col. x 3" deep= 6 col. " ad</p>		
		<p><b>\$116.64</b></p> <p>3 col. x 4" deep= 12 col. " ad</p>	
			<p><b>\$199.40</b></p> <p>4 col. x 5" deep = 1/4 pg ad (20 col." )</p>

**COLUMN SIZES (IN INCHES):**

- 1 column inch = 1.888"
- 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