

REGIONAL ADVERTISING **RATES AND INFORMATION**

EFFECTIVE MARCH 1, 2009

VOLUME ADVERTISING RATES

VOLUME CONTRACTS: FREQUENCY/YEAR

ANCASTER NEWS CIRC: 13,436	52 x	26 x	13 x	4 x	1 x
Full page	\$985	\$1,105	\$1,239	\$1,389	\$1,599
Three quarters	\$765	\$859	\$965	\$1,085	\$1,249
Half	\$509	\$575	\$645	\$725	\$835
Three eights	\$399	\$449	\$505	\$565	\$649
Quarter	\$269	\$305	\$345	\$389	\$449
Sixth	\$189	\$215	\$245	\$275	\$319
Eighth	\$149	\$169	\$189	\$215	\$249
Sixteenth	\$79	\$89	\$105	\$119	\$139
Thirtysecond	\$49	\$55	\$65	\$75	\$89
Section base bar (excludes front page)	\$169	\$195	\$219	\$245	\$285

DUNDAS STAR CIRC: 18,584	52 x	26 x	13 x	4 x	1 x
Full page	\$985	\$1,105	\$1,239	\$1,389	\$1,599
Three quarters	\$765	\$859	\$965	\$1,085	\$1,249
Half	\$509	\$575	\$645	\$725	\$835
Three eights	\$399	\$449	\$505	\$565	\$649
Quarter	\$269	\$305	\$345	\$389	\$449
Sixth	\$189	\$215	\$245	\$275	\$319
Eighth	\$149	\$169	\$189	\$215	\$249
Sixteenth	\$79	\$89	\$105	\$119	\$139
Thirtysecond	\$49	\$55	\$65	\$75	\$89
Section base bar (excludes front page)	\$169	\$195	\$219	\$245	\$285

MOUNTAIN NEWS CIRC: 50,618	52 x	26 x	13 x	4 x	1 x
Full page	\$1,795	\$1,975	\$2,175	\$2,395	\$2,705
Three quarters	\$1,375	\$1,515	\$1,669	\$1,835	\$2,079
Half	\$915	\$1,009	\$1,109	\$1,219	\$1,379
Three eights	\$710	\$785	\$865	\$959	\$1,083
Quarter	\$475	\$505	\$555	\$639	\$725
Sixth	\$319	\$355	\$395	\$435	\$479
Eighth	\$245	\$269	\$295	\$325	\$369
Sixteenth	\$129	\$145	\$159	\$175	\$199
Thirtysecond	\$75	\$85	\$95	\$105	\$119
Section base bar (excludes front page)	\$315	\$349	\$385	\$425	\$485

STONEY CREEK NEWS CIRC: 31,803	52 x	26 x	13 x	4 x	1 x
Full page	\$1,559	\$1,715	\$1,889	\$2,079	\$2,395
Three quarters	\$1,195	\$1,315	\$1,449	\$1,595	\$1,835
Half	\$799	\$879	\$969	\$1,065	\$1,224
Three eights	\$619	\$685	\$755	\$835	\$965
Quarter	\$415	\$459	\$505	\$555	\$639
Sixth	\$275	\$305	\$335	\$369	\$425
Eighth	\$219	\$245	\$269	\$295	\$339
Sixteenth	\$115	\$129	\$145	\$159	\$185
Thirtysecond	\$65	\$75	\$85	\$95	\$109
Section base bar (excludes front page)	\$269	\$295	\$325	\$359	\$415

FLYER RATES

10,000 - 24,999	\$42 PER 1000
25,000 - 99,999	\$40 PER 1000
100,000+	\$38 PER 1000



Rates are for 24 page tabloid or smaller. Large pieces charged based on weight. Premium for inserts into mail copies \$16/m

COLOUR CHARGE

(Per Paper) Add one spot colour: \$175 - Add two spot colours: \$295 - Add full process colour \$400

MULTI-MARKET DISCOUNTS WHEN PURCHASING:

2 papers reduce 2% from total line rate - 3 papers reduce 5% from total line rate - 4 papers reduce 10% from total line rate

FINAL BOOKING DEADLINE for Friday distribution: 2:00 p.m. Tuesday FINAL PROOF DEADLINE: 12:00 p.m. Wednesday

• Liability of publisher for non-insertion is limited to the amount paid for the advertisement. Liability of Publisher for errors by the Publisher is limited to cost of space occupied by the error. Liability of Publisher for damage arising out of incorrect delivery or non-delivery is limited to the amount paid to the Publisher for distribution of such flyer. • Claims for errors in advertisements or flyer deliveries must be made prior to next publication date. • Positioning of advertisements or flexform formats are not guaranteed • Publisher reserves the right to revise, reject, discontinue or omit any advertisement, or to cancel any advertising contract, for reasons satisfactory to the Publisher without notice and without penalty to either party • The advertiser agrees to indemnify the Publisher for any losses or costs incurred by the Publisher as a result of publishing any advertisement, which is libelous or misleading or otherwise subjects the Publisher to liability. This indemnity shall apply to all advertisements published, even if produced by the Publisher on behalf of the advertiser. • The Publisher will not knowingly publish any advertisements which are illegal, infringing, misleading or offensive to it's readers.