

REGIONAL ADVERTISING **RATES & INFORMATION**

EFFECTIVE AUGUST 15, 2011

VOLUME ADVERTISING RATES VOLUME CONTRACTS: MODULAR AGATE LINE/YEAR

Ancaster Circ.12,996	52x	26x	13x	4x	1x
Full Page	\$1,035	\$1,155	\$1,295	\$1,455	\$1,675
Three Quarters	\$805	\$895	\$1,005	\$1,135	\$1,305
Half	\$535	\$605	\$675	\$755	\$875
Three Eights	\$415	\$395	\$525	\$595	\$675
Quarter	\$275	\$315	\$355	\$405	\$465
Sixth	\$195	\$225	\$255	\$285	\$335
Eighth	\$155	\$175	\$195	\$225	\$235
Sixteenth	\$85	\$95	\$105	\$125	\$145
Thirtysecond	\$55	\$65	\$75	\$85	\$95
Section base bar (Excludes front page)	\$175	\$205	\$225	\$255	\$295

Dundas Star Circ.18,420	52x	26x	13x	4x	1x
Full Page	\$1,035	\$1,155	\$1,295	\$1,455	\$1,675
Three Quarters	\$805	\$895	\$1,005	\$1,135	\$1,305
Half	\$535	\$605	\$675	\$755	\$875
Three Eights	\$415	\$395	\$525	\$595	\$675
Quarter	\$275	\$315	\$355	\$405	\$465
Sixth	\$195	\$225	\$255	\$285	\$335
Eighth	\$155	\$175	\$195	\$225	\$235
Sixteenth	\$85	\$95	\$105	\$125	\$145
Thirtysecond	\$55	\$65	\$75	\$85	\$95
Section base bar (Excludes front page)	\$175	\$205	\$225	\$255	\$295

Mountain News Circ.50,063	52x	26x	13x	4x	1x
Full Page	\$1,885	\$2,075	\$2,285	\$2,515	\$2,835
Three Quarters	\$1,445	\$1,585	\$1,765	\$1,925	\$2,175
Half	\$955	\$1,055	\$1,165	\$1,275	\$1,445
Three Eights	\$745	\$825	\$905	\$1,005	\$1,135
Quarter	\$495	\$525	\$585	\$665	\$755
Sixth	\$335	\$375	\$415	\$455	\$505
Eighth	\$255	\$275	\$305	\$335	\$385
Sixteenth	\$135	\$145	\$165	\$185	\$205
Thirtysecond	\$85	\$95	\$100	\$115	\$125
Section base bar (Excludes front page)	\$325	\$365	\$404	\$445	\$505

Stoney Creek News Circ.29,845	52x	26x	13x	4x	1x
Full Page	\$1,635	\$1,795	\$1,995	\$2,175	\$2,515
Three Quarters	\$1,255	\$1,375	\$1,515	\$1,675	\$1,925
Half	\$835	\$895	\$1,015	\$1,115	\$1,285
Three Eights	\$645	\$715	\$785	\$875	\$1,005
Quarter	\$435	\$475	\$525	\$575	\$665
Sixth	\$285	\$315	\$345	\$385	\$445
Eighth	\$225	\$255	\$275	\$305	\$355
Sixteenth	\$125	\$135	\$155	\$165	\$195
Thirtysecond	\$75	\$85	\$95	\$105	\$115
Section base bar (Excludes front page)	\$275	\$305	\$335	\$375	\$435

FLYER RATES

0 - 7,499	\$50 PER 1000	500,000 - 749,999	\$41 PER 1000
7,500 - 249,999	\$44 PER 1000	750,000 - 999,999	\$40 PER 1000
250,000 - 499,999	\$43 PER 1000	1,000,000 +	\$39 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 Thursday distribution: 2:00 p.m. Monday FINAL PROOF DEADLINE: 12:00 p.m. Tuesday

• 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.