

# VOICE OF THE FARMER



*'The true voice of agriculture in Ontario's heartland'*

ADVERTISING RATE CARD • EFFECTIVE JANUARY 2011

Distribution via Canada Post

Rates Subject to Change

Ad Size	Cost per insertion
Full Page (10 col. x 196 agate lines = 10 3/8" x 14") .....	<b>\$963</b>
3/4 Page (10 col. x 147 agate lines = 10 3/8" x 10 1/2") .....	<b>\$723</b>
1/2 Page (10 col. x 98 agate lines = 10 3/8" x 7") or (5 col. x 196 agate lines = 5 5/32" x 14").....	<b>\$482</b>
1/3 Page (5 col. x 130 agate lines = 5 5/32" x 9 1/2" or (10 col. x 65 agate lines = 10 3/8" x 4 1/2").....	<b>\$321</b>
1/4 Page (5 col. x 98 agate lines = 5 5/32" x 7").....	<b>\$241</b>
1/9 Page (3 col. x 65 agate lines = 3 1/16" x 4 1/2") .....	<b>\$107</b>
1/16 Page (2 col. x 55 agate lines = 2" x 4") or (5 col. x 22 agate lines = 5 5/32" x 1 5/8") .....	<b>\$75</b>
Business Card (3 col. x 30 agate lines = 3 1/16" x 2 1/8").....	<b>\$65</b>
Agate Line Rates .....	<b>\$.55</b>

**Inserts:** Rates available on request

**Mechanical Specifications:**

- Full page = 10 col. x 196 lines 10 3/8" x 14"  
 1 column = 1 5/16" • 2 column = 2"  
 3 column = 3 1/16" • 4 column = 4 3/32"  
 5 column = 5 5/32" • 6 column = 6 3/16"  
 7 column = 7 1/4" • 8 column = 8 5/16"  
 9 column = 9 5/16" • 10 column = 10 3/8"

**Spot Colour - add \$100 • Process Colour - add \$250**

**2011 Distribution Dates:**

- January 10 • February 7 • March 2 • April 4
- May 2 • June 6 • July 7 • August 1
- September 6 • October 3 • November 7
- December 5

**For Durham, York, and City of Kawartha Lakes and existing clients elsewhere:**

**Contact: Gail Morse, Phone: (905) 985-1055. Email address: gailemorse@gmail.com**

**For Peterborough, Northumberland and Hastings & Prince Edward counties:**

**Contact: Patrick Calway Phone (905) 985-3769 Email address pcalway@gmail.com**

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