



# Tumbler Ridge NEWS

www.tumblerridgenews.com 250.242.5343

Established April, 1997

## Advertising

**Contact information:** 2016 Rate Sheet

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### GENERAL INFORMATION

**Format:** Tabloid

**Circulation & Distribution:** 1200 weekly

**Publication date:** Thursday

**Line rates:**

Net line rate: \$ .67 National line rate: \$ .98

Non profit / Obituaries: Talk to your sales rep.

**Booking & Ad copy deadlines:**

• Booking & material: Friday, 4 pm, 1 week prior

• Camera Ready Ad copy: Monday, Noon, 1 week prior

**Specifications:**

Page size: 10.25" w x 15" d

number of columns: 8 columns

Page depth: 210 agate lines

Column sizes:

2 col: 2.469" 4 col: 5.063" 6 col: 7.656" 8 col: 10.25"

For other column options please contact sales rep

Colour process: full colour digital printing (CMYK)

### DISPLAY AD RATES AND DISCOUNTS

Size	wide X high	reg rate
2 col x 3"	2.47" X 3"	\$56.28
4 col x 2.25"	5.05" X 2.25"	\$84.42
4 col x 3"	5.05" X 3"	\$112.56
1/8 page	5.05" X 3.75"	\$140.70
4 col x 4"	5.05" X 4"	\$150.08
1/4 page vertical	5.05" X 7.5"	\$281.40
1/4 page horizontal	7.65 X 5"	\$281.40
Half Page Horizontal	10.25" X 7.5"	\$562.80
Half Page Vertical	5.05" X 15"	\$562.80
Full Page	10.25" X 15"	\$1125.60

#### Banner sizes

front page (exclusive)	10.25 X 3.5"	\$300
inside page (1/4 page)	10.25 X 3.75"	\$280
inside page	10.25 X 2.5"	\$190
inside page mini	10.25 X 1.25"	\$90

**Prices are per insertion and before tax.**

*We also have business sizes, please call for details.*

### ADDITIONAL COLOUR CHARGES

Size	full colour
under 1/8 page	\$175
1/8 page	\$200
1/4 page	\$250
1/2 page	\$360
full page	\$460

### WEB RATES

Size	Regular	6 mths	1 year
260 x 100 px	\$72	\$60	\$50
260 x 200 px	\$108	\$90	\$60
260 X 260 px	\$144	\$100	\$80
<b>Banner ads</b>			
728 X 105 px	\$252.00	\$175	\$140

\*Other sizes available. Please contact our sales rep.

### OTHER RATES

**Word Classifieds:** \$6.50 minimum (15 words or less)  
+0\$0.12 each additional word

**Flyers:** please call or email for details.

**Subscriptions:** \$187.50/year mailing within Canada  
\$75/year (\$6.25/month) email subscription

### NOW OFFERING DIGITAL & PRINT AD PACKAGES

**150 px X 150 px online ad button. Link to any size printed display ad. Choose one of two options.**

1. Button linking to online copy of your print ad - \$5/insertion to run duration of print insertions.
2. Button linking to your website - \$25/month *Minimum booking of 1 month*
3. Add Classified to web for \$5.00 at booking.

\*Please allow two business days for your button and link to be up online.

\*Buttons will be created once print copy has been received.

\*A print ad must be purchased in order to qualify for these prices.