

The SINCE 1970 Frontenac News

1095 Garrett Street, rear building, Sharbot Lake, Box 229, ON K0H 2P0
 Ph: 613-279-3150 Fax: 613-279-3172 E-mail: nfnews@frontenac.net Website: www.frontenacnews.ca

Ad Rates – Effective May 1, 2011

RETAIL DISPLAY MODULAR RATES: HST not included.

RATES PER WEEK	CASUAL	2 WEEKS	4 WEEKS	12 WEEKS	25 WEEKS
FULL PAGE 10.25" X 15.1 (w x h)	930⁰⁰	883⁵⁰	855⁶⁰	814⁴⁰	744⁰⁰
1/2 PAGE 10.25" X 7.5 / 5" X 15.1	465⁰⁰	441⁷⁵	427⁸⁰	409²⁰	372⁰⁰
1/4 PAGE 10.25" X 3.7 / 5" X 7.5 / 6.75" X 5.6	232⁵⁰	220⁸⁷	213⁹⁰	204⁶⁰	186⁰⁰
1/6 PAGE 5" X 5 / 3.25" X 7.5	155⁰⁰	147²⁵	142⁶⁰	136⁴⁰	124⁰⁰
1/8 PAGE 10.25" X 1.5 / 5" X 3.7 / 3.25" X 5.55	117⁵⁰	111⁶³	108¹⁰	103⁴⁰	94⁰⁰
1/12 PAGE 5" X 2.4 / 3.25" X 3.7	77⁶⁹	73⁸⁰	71⁴⁷	68³⁸	62¹⁵
1/16 PAGE 2.4" X 3.7 / 5" X 1.8	58²⁷	55³⁷	53⁶¹	51²⁸	46⁶¹
1/24 PAGE (Business Card) 3.25" X 2	41¹⁶	39¹⁰	37⁸⁷	36²²	32⁹³
1/46 PAGE (Mini-Card) 2.4" X 1.4	21⁵⁶	20⁴⁸	19⁸⁴	18⁹⁷	17²⁵

Mechanical / Material Specification

Regular Display Format

Tabloid 6 col. x 211 = 1266 lines

Line Rate: .735 per Agate Line

1 of 6 Col - 1.5" w \$.735/Agate Line	2 of 6 Col - 3.3" w \$1.47/Agate Line	3 of 6 Col - 5" w \$2.20/Agate Line	4 of 6 Col - 6.8" w \$2.94/Agate Line	5 of 6 Col - 8.5" w \$3.67/Agate Line	6 of 6 Col - 10.25" w \$4.41/Agate Line
\$10.27/Column"	\$20.58/Column"	\$30.80/Column"	\$41.16/Column"	\$51.38/Column"	\$61.74/Column"

Regular Display Format

Tabloid 4 col. x 211 = 844 lines

Line Rate: \$1.10 per Agate Line

1 of 4 Column - 2.4" w \$1.10/Agate Line	2 of 4 Column - 5" w \$2.20/Agate Line	3 of 4 Column - 7.6" w \$3.30/Agate Line	4 of 4 Column - 10.25" w \$4.41/Agate Line
\$15.40/Column Inch	\$30.80/Column Inch	\$46.20/Column Inch	\$61.74/Column Inch

CLASSIFIEDS:

\$8.20 + HST - 20 words or less; 20¢ each extra word.

FULL COLOUR (4 Colour Process)

20% Premium*

*Subject to availability

**We Offer: Fax, Photocopy
& Design Services**

**250 Business Cards
Starting at \$30.00**

DISCOUNTS

NON-PROFIT

15%

2 TO 3
INSERTIONS

5%

4 TO 11
INSERTIONS

8%

12 TO 24
INSERTIONS

12%

25 OR MORE
INSERTIONS

20%