

The Frontenac News

SINCE 1970

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

Distribution Area – (varies seasonally) Rev. May 13/19



Post Offices:

Arden	625
Ardoch	115
Battersea	680
Clarendon.....	70
Cloyne	600
Denbigh	176
Enterprise.....	55
Flinton	305
Godfrey.....	520
Harrowsmith	1,200
Hartington	464
Inverary	1,350
Kaladar	200
Maberly.....	470
McDonalds Corners	310
Mississippi	25
Mountain Grove	175
Northbrook.....	310
Ompah	160
Parham	240
Perth Road	890
Plevna	150
Sharbot Lake.....	675
Snow Road.....	64
Sydenham	1,193
Tichborne	262
Verona	932
Westport.....	95

12,311

The Frontenac News is published on Thursdays and mailed free to all the households in our circulation area. Deadline for ads is Monday noon of the week of publication.

FLYER RATES:

4 Grams	\$50/1000
6 Grams	\$50/1000

Over 6 grams please call for prices

AGATE LINE RATE: (14 agates = 1")

Column: 3.3" w -	\$1.71 /agate line
Column: 2.4" w -	\$1.28 /agate line
Social Ad : 2.4" w -	\$1.22 /agate line
Classified: 2.4" w -	\$10.62 /20 words + 20¢ /extra word

Full page.....	\$1087.20
Half page.....	\$543.60
Quarter page.....	\$271.80

DISCOUNTS

NON-PROFIT	2 TO 4 INSERTIONS	5 TO 8 INSERTIONS	9 TO 12 INSERTIONS	BI-WEEKLY	WEEKLY
15%	5%	10%	15%	20%	30%

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: info@frontenacnews.ca Website: www.frontenacnews.ca

Ad Rates – Effective January 2018 Rev. Dec10/19

RETAIL DISPLAY BLACK INK ONLY MODULAR RATES/WEEK: HST not incl.

AD DIMENSION FULL PAGE 10.25"x15.1 (W X H)	CASUAL	4 WEEKS	8 WEEKS	12 WEEKS	BI-WEEKLY	WEEKLY
	1087²⁰	1032⁸⁴	978⁴⁸	924¹²	869⁷⁰	761⁰⁴
1/2 PAGE 10.25"x7.5 / 6.8"x11.38 / 5"x15.1	543⁶⁰	516¹²	489²⁴	462⁰⁶	434⁸⁸	380⁵²
1/4 PAGE 10.25"x3.7 / 6.75"x5.6 / 5"x7.5	271⁸⁰	258²¹	244⁶²	231⁰³	217⁴⁴	190²⁶
1/6 PAGE 10.25"x2.7 / 6.8"x3.7 / 5"x5 / 3.25"x7.5	181²⁰	172¹⁴	163⁰⁸	154⁰²	144⁹⁶	126⁸⁴
1/8 PAGE 10.25"x1.5 / 5"x3.7 / 3.25"x5.55	135⁹⁰	129¹⁰	122³¹	115⁵¹	108⁷²	95¹³
1/12 PAGE 5"x2.4 / 3.25"x3.7	90⁶⁰	87⁰⁷	81⁵⁴	77⁰¹	72⁴⁸	63⁴²
1/16 PAGE 5"x1.8 / 3.3"x2.83 / 2.4"x3.7	67⁹⁵	64⁵⁵	61¹⁵	57⁷⁵	54³⁶	47⁵⁶
1/24 PAGE (BUSINESS CARD) 3.25"x2	48⁰⁰	45⁶⁰	43²⁰	40⁸⁰	38⁴⁰	33⁶⁰
1/46 PAGE (MINI-CARD) 2.4"x1.4	25²⁰	23⁹⁴	22⁶⁸	21⁴²	20¹⁶	17⁶⁴

Mechanical / Material Specification

Regular Display Format

Tabloid 6 col. x 211 = 1266 lines

Line Rate: .857 per Agate Line

1 of 6 Col - 1.5" w \$.857/Agate Line	2 of 6 Col - 3.3" w \$1.71/Agate Line	3 of 6 Col - 5" w \$2.57/Agate Line	4 of 6 Col - 6.8" w \$3.43/Agate Line	5 of 6 Col - 8.5" w \$4.28/Agate Line	6 of 6 Col - 10.25" w \$5.14/Agate Line
\$12 /Column inch	\$24 /Column inch	\$36 /Column inch	\$48 /Column inch	\$60 /Column inch	\$72 /Column inch

Regular Display Format

Tabloid 4 col. x 211 = 844 lines

Line Rate: \$1.28 per Agate Line

1 of 4 Column - 2.4" w \$1.28/Agate Line	2 of 4 Column - 5" w \$2.57/Agate Line	3 of 4 Column - 7.6" w \$3.86/Agate Line	4 of 4 Column - 10.25" w \$5.14/Agate Line
\$18.00 /Column Inch	\$36.00/Column Inch	\$54.00/Column Inch	\$72.00/Column Inch

COLOUR PREMIUM

Base - 20%

1/4 Page - 10%

1/2 Page - 5%

Full Page - Free

CLASSIFIEDS:

\$10.62 + HST - 20 words or less; 20¢ each extra word.

DISCOUNTS

NON-PROFIT

15%

2 TO 4
INSERTIONS

5%

5 TO 8
INSERTIONS

10%

9 TO 12
INSERTIONS

15%

BI-WEEKLY

20%

WEEKLY

30%