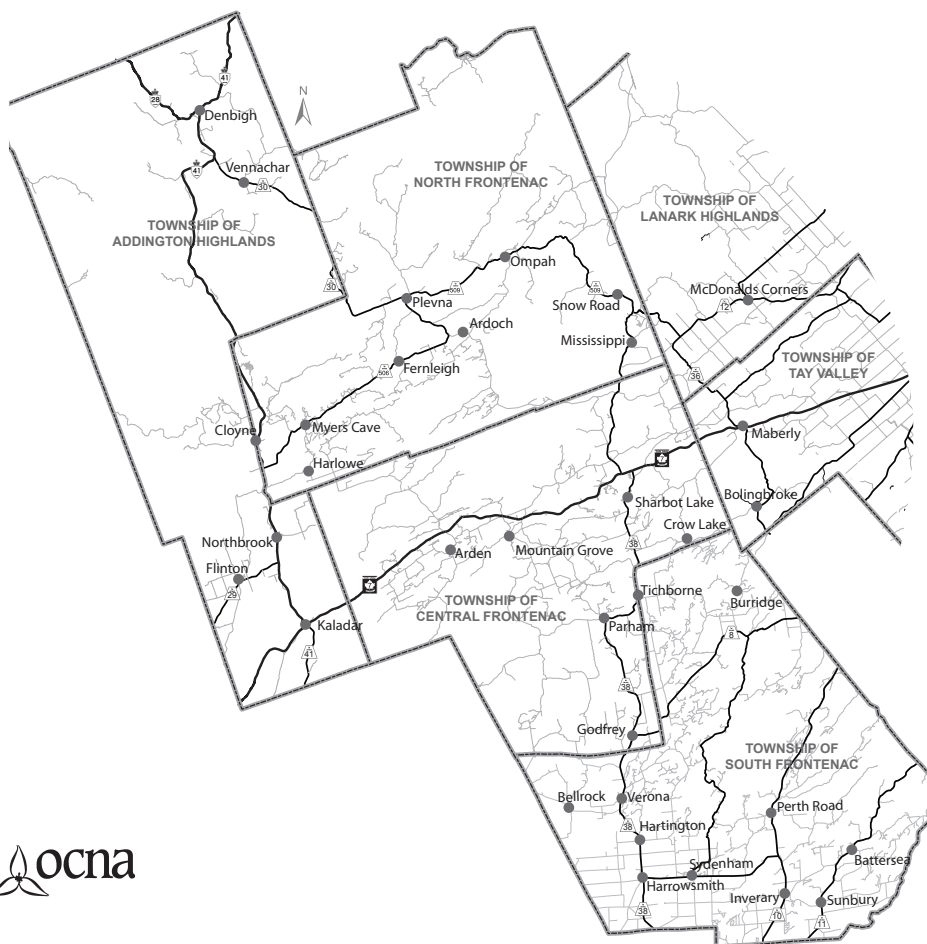


# The Frontenac News

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](mailto:info@frontenacnews.ca) Website: [www.frontenacnews.ca](http://www.frontenacnews.ca)

## **Distribution Area – (varies seasonally)** Rev. Mar 24/23



## **Post Offices:**

|                      |       |
|----------------------|-------|
| Arden .....          | 675   |
| Ardoch .....         | 140   |
| Battersea .....      | 700   |
| Clarendon.....       | 83    |
| Cloyne .....         | 550   |
| Denbigh .....        | 176   |
| Enterprise.....      | 55    |
| Flinton .....        | 305   |
| Godfrey.....         | 510   |
| Harrowsmith .....    | 1,200 |
| Hartington .....     | 475   |
| Inverary .....       | 1,400 |
| Kaladar .....        | 200   |
| Maberly .....        | 495   |
| Mississippi .....    | 25    |
| Mountain Grove ..... | 175   |
| Northbrook.....      | 310   |
| Ompah .....          | 160   |
| Parham .....         | 250   |
| Perth Road .....     | 900   |
| Plevna .....         | 170   |
| Sharbot Lake.....    | 725   |
| Snow Road.....       | 64    |
| Sydenham .....       | 1,220 |
| Tichborne .....      | 262   |
| Verona .....         | 932   |
| Westport.....        | 95    |



The Frontenac News is published on Thursdays and mailed free to all the households in our circulation area. Deadline for ads is 5p.m. Friday for publication the following week.

12,252

### **FLYER RATES:**

6 Grams .....\$55/1000

Over 6 grams please call for prices

### **AGATE LINE RATE: (14 agates = 1")**

Column: 3.3" w - \$1.89 /agate line

Column: 2.4" w - \$1.42 /agate line

Social Ad : 2.4" w - \$1.35 /agate line

Classified: 2.4" w - \$11.50 /20 words + 20¢ /extra word

Full page.....\$1200.00

Half page.....\$600.00

Quarter page.....\$300.00

## **DISCOUNTS**

NON-PROFIT  
**15%**

2 TO 4  
INSERTIONS  
**5%**

5 TO 8  
INSERTIONS  
**10%**

9 TO 12  
INSERTIONS  
**15%**

BI-WEEKLY  
**20%**

WEEKLY  
**30%**

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## **Ad Rates – Effective January 2023** Rev. Jan 1/23

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

| AD DIMENSION<br><b>FULL PAGE</b><br>10.25"x15.1 (W X H)     | CASUAL<br><b>1200<sup>00</sup></b> | 4 WEEKS<br><b>1140<sup>00</sup></b> | 8 WEEKS<br><b>1080<sup>00</sup></b> | 12 WEEKS<br><b>1020<sup>00</sup></b> | BI-WEEKLY<br><b>960<sup>00</sup></b> | WEEKLY<br><b>840<sup>00</sup></b> |
|-------------------------------------------------------------|------------------------------------|-------------------------------------|-------------------------------------|--------------------------------------|--------------------------------------|-----------------------------------|
| <b>1/2 PAGE</b><br>10.25"x7.5 / 6.8"x11.38 / 5"x15.1        | <b>600<sup>00</sup></b>            | <b>570<sup>00</sup></b>             | <b>540<sup>00</sup></b>             | <b>510<sup>00</sup></b>              | <b>480<sup>00</sup></b>              | <b>420<sup>00</sup></b>           |
| <b>1/4 PAGE</b><br>10.25"x3.7 / 6.75"x5.6 / 5"x7.5          | <b>300<sup>00</sup></b>            | <b>285<sup>00</sup></b>             | <b>270<sup>00</sup></b>             | <b>255<sup>00</sup></b>              | <b>240<sup>00</sup></b>              | <b>210<sup>00</sup></b>           |
| <b>1/6 PAGE</b><br>10.25"x2.7 / 6.8"x3.7 / 5"x5 / 3.25"x7.5 | <b>200<sup>00</sup></b>            | <b>190<sup>00</sup></b>             | <b>180<sup>00</sup></b>             | <b>170<sup>00</sup></b>              | <b>160<sup>00</sup></b>              | <b>140<sup>00</sup></b>           |
| <b>1/8 PAGE</b><br>10.25"x1.5 / 5"x3.7 / 3.25"x5.55         | <b>150<sup>00</sup></b>            | <b>142<sup>50</sup></b>             | <b>135<sup>00</sup></b>             | <b>127<sup>50</sup></b>              | <b>120<sup>00</sup></b>              | <b>105<sup>00</sup></b>           |
| <b>1/12 PAGE</b><br>5"x2.4 / 3.25"x3.7                      | <b>100<sup>00</sup></b>            | <b>95<sup>00</sup></b>              | <b>90<sup>00</sup></b>              | <b>85<sup>00</sup></b>               | <b>80<sup>00</sup></b>               | <b>70<sup>00</sup></b>            |
| <b>1/16 PAGE</b><br>5"x1.8 / 3.3"x2.83 / 2.4"x3.7           | <b>75<sup>00</sup></b>             | <b>71<sup>25</sup></b>              | <b>67<sup>50</sup></b>              | <b>63<sup>75</sup></b>               | <b>60<sup>00</sup></b>               | <b>52<sup>50</sup></b>            |
| <b>1/24 PAGE</b><br>(BUSINESS CARD) 3.25"x2                 | <b>53<sup>00</sup></b>             | <b>50<sup>35</sup></b>              | <b>45<sup>00</sup></b>              | <b>42<sup>50</sup></b>               | <b>40<sup>00</sup></b>               | <b>35<sup>00</sup></b>            |
| <b>1/46 PAGE</b><br>(MINI-CARD) 2.4"x1.4                    | <b>27<sup>82</sup></b>             | <b>26<sup>43</sup></b>              | <b>25<sup>04</sup></b>              | <b>23<sup>65</sup></b>               | <b>22<sup>25</sup></b>               | <b>19<sup>47</sup></b>            |

### **Mechanical / Material Specification**

#### **Regular Display Format**

Tabloid 6 col. x 211 = 1266 lines

Line Rate: .9464 per Agate Line

|                                           |                                            |                                          |                                            |                                            |                                              |
|-------------------------------------------|--------------------------------------------|------------------------------------------|--------------------------------------------|--------------------------------------------|----------------------------------------------|
| 1 of 6 Col - 1.5" w<br>\$.9464/Agate Line | 2 of 6 Col - 3.3" w<br>\$1.8928/Agate Line | 3 of 6 Col - 5" w<br>\$2.8392/Agate Line | 4 of 6 Col - 6.8" w<br>\$3.7857/Agate Line | 5 of 6 Col - 8.5" w<br>\$4.7321/Agate Line | 6 of 6 Col - 10.25" w<br>\$5.6785/Agate Line |
| \$13.25 /Column in.                       | \$26.50 /Column inch                       | \$39.75 /Column in.                      | \$53 /Column inch                          | \$66.25 /Column in.                        | \$79.50 /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<br>\$1.4196/Agate Line | 2 of 4 Column - 5" w<br>2.8393/Agate Line | 3 of 4 Column - 7.6" w<br>\$4.2589/Agate Line | 4 of 4 Column - 10.25" w<br>\$5.6785/Agate Line |
| \$19.875 /Column Inch                         | \$39.75 /Column Inch                      | \$59.625 /Column Inch                         | \$79.50 /Column Inch                            |

### **COLOUR PREMIUM**

**Base - 15%**

**1/4 Page - 10%**

**1/2 Page - 5%**

**Full Page - Free**

### **CLASSIFIEDS:**

\$11.50 + HST - 20 words or less; 20¢ each extra word.

### **DISCOUNTS**

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INSERTIONS  
**5%**

5 TO 8  
INSERTIONS  
**10%**

9 TO 12  
INSERTIONS  
**15%**

BI-WEEKLY  
**20%**

WEEKLY  
**30%**

