

The Creemore ECHO

Advertising Rates

Effective November 2009 to October 2010

DISPLAY ADS (Width x Height)

A (2 5/16" x 2 1/2")	\$35
B (3 3/16" x 2 1/2")	\$45
C-Vertical (2 5/16" x 5 5/16")	\$65
C-Horizontal (4 15/16" x 2 1/2")	\$65
D (3 3/16" x 5 5/16")	\$85
E (10 1/8" x 2 1/2" - bottom page only)	\$130
Quarter Page (4 15/16" x 7 3/4")	\$160
Half Page (4 15/16" x 15 1/2" - vertical)	\$320
(10 1/8" x 7 3/4" - horizontal)	\$320
Full Page	\$600

RATES

Colour surcharge \$40
on A to D sized ads

Colour surcharge \$60

Colour surcharge \$75

Colour surcharge \$100

OTHER ADS (Width x Height)

Service Directory (1 3/4" x 1 3/8")	\$15/week (minimum 13 weeks)
Front Page (C ads only, full colour)	\$110

COMMUNITY CALENDAR

Copy supplied; flat rate for first 25 words	\$15
Per word charge thereafter	\$0.60
Community non-profit organizations	No charge (1 per month)

CLASSIFIED ADS

Copy supplied; flat rate for first 25 words	\$15
Per word charge thereafter	\$0.60

LAYOUT & TYPESETTING

Set-up for new display ads or revisions to existing ads	\$5-50 per ad
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ADVERTISING INSERTS

\$75 per thousand - customer delivers to printer - customized circulation available

DISCOUNTS - for Display Ads, Classified Ads and Insertions

4 weeks (consecutive or alternate)	5%
Monthly	7%
13 weeks (consecutive or alternate)	10%
26 weeks (consecutive or alternate)	12%
52 weeks	15%

Appropriate taxes and set up fees will be applied to all ads.

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