
Manitouwadge Echo

Your community paper since 1964

Telephone: (807) 826-3788

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August 1, 2009

Advertising Rates

Display Ads (Width x Height)

	<u>Open Rates</u>
A (4" x 4")	\$80
B (4" x 2")	\$40
C - Horizontal (6" x 4")	\$120
C - Vertical (4" x 6")	\$120
D 4" x 5"	\$100
E (10 1/4" x 2" - bottom page only)	\$120
Quarter Page (5 3/25" x 7")	\$175
Half Page (5 3/25" x 14" - vertical)	\$350
(10 1/4" x 7" - horizontal)	\$350
Full Page	\$700
Business Card (4" x 2")	\$25/week (minimum 13 weeks)
Front Page (B and E ads only)	\$100 / \$200
Any Reserved Position	20 % surcharge

Colour

(Colour advertisements can only appear on pages 2, 11/12. or 15/16)

Black & White + 1 colour	\$100
Plus 2 colours	\$150
Plus 3 colours	\$275
Full Process	\$350

Classified Ads

Copy supplied; flat rate for first 21 words	\$5 (G.S.T. included)
Per word charge thereafter	\$0.25

Layout & Typesetting

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

Printed material delivered to the Echo 2 days in advance	\$75 / thousand
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Discounts - for Display Ads, Classifieds 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%

All rates are plus G.S.T.

They are effective August 1, 2009 and guaranteed through May 1, 2010.

A

4" x 4"

\$80

B

4" x 2"

\$40

C

6" x 4"

\$90

D

4" x 5"

\$100