








RATES...

Effective May 1, 2010

Advertising space deadline is
Friday, 4:30 pm Eastern Time

Ad Size	Actual Size	Size	First Insertion	Second Insertion (same ad)	Subsequent Insertions (same ad)
Full Page	10.25" x 14" 196 x 5		\$764.40	\$611.52 (-20%)	\$611.52 (-20%)
Half Page	10.25" x 7" 98 x 5		\$382.20	\$305.76 (-20%)	\$305.76 (-20%)
Half Page	5.12" x 14" 196 x 2.5		\$382.20	\$305.76 (-20%)	\$305.76 (-20%)
Quarter Page	5.12" x 7" 98 x 3.5		\$191.10	\$152.88 (-20%)	\$152.88 (-20%)
Eighth Page	5.12" x 3" 42 x 2.5		\$95.55	\$76.44 (-20%)	\$76.44 (-20%)
Standard Page	4" x 5" 70 x 2		\$109.20	\$87.36 (-20%)	\$87.36 (-20%)
Banner Page	10.25" x 2.5" 35 x 5		\$136.50	\$109.20 (-20%)	\$109.20 (-20%)

Local Rate.....	78¢ per line	Reoccurring Business Cards (min. booking 3 mo.)	
Charity Rate	72¢ per line	2 col x 2"	\$19.82 per week
Minimum ad size (1 col x 30 lines).....	\$23.40		
Colour		Miscellaneous	
Black plus one colour	\$100.00	Pre-printed inserts	7¢ per flyer
Each additional colour, add	\$100.00	Contracts - 12 inserts per year	6¢ per flyer
Full Process colour	\$300.00	24 inserts per year	5.5¢ per flyer
		52 inserts per year	5¢ per flyer
		Folding and unfolding extra charge	
Guaranteed Page Placement.....	add 20% surcharge	Ship inserts to:	
Special Advertising Rates		Manitouwadge Echo, Hallmarket Sq. Unit 8, Manitouwadge, ON P0T 2C0	
Legal Notices/Tenders81¢ per line	Must be received by Monday prior to scheduled insertion	
Career Advertising78¢ per line		
Classified Ads		Advertising space deadline - Friday 4:30 pm	
0 - 35 words	\$.525 tax inc.	Classified ads - Monday 12:00 noon	
up to 70 words	\$10.50 tax inc.	Cancellation deadline: Thursday at 5 p.m. (advertiser must pay for space booked for ads cancelled past deadline)	
additional words - per word10¢ tax inc.		
photo	\$.700 tax inc.	All advertising subject to publisher's approval. Add 5% G.S.T. to ALL rates except where indicated.	
Classified ads deadline - Monday 12 noon		Ads submitted electronically must be received by Friday 3 p.m. prior to insertion date and may be subject to a surcharge.	
Obituaries			
.78¢ line rate			

Regular & Classified Display	
Mechanical Requirements	
Width of Column	1.932"(11.7p)
Depth of Column	196 lines (14")
Columns to Page	5
Page Size	980 line (10.25" x 14")
Ready-made advertising is accepted in PDF, EPS, TIFF, JPG	

For more advertising rates and/or
information call (807) 826-3788

THE ECHO

Manitouwadge, ON

PUBLISHED WEDNESDAYS

Fax (807) 826-3910 Email: ads@theecho.ca

PRICING GUIDE FOR 2 & 3 COLUMN ADS

EFFECTIVE
May 1, 2010

3 COLUMN ADS

extreme left to right
borders

2 COLUMN ADS

use middle to right border

AD RATE = **.78**

EXAMPLE-
\$109.20 FOR THE
4" WIDE BY 5"
DEEP AS SIZE.
(SEE GRAY AREA)

FREQUENCY
DISCOUNTS
1/8 PAGE (30 X2)
AND UP:
20% off re-runs
(same ad - no
changes made)

Column Widths

1 Column = 1.932"
2 Columns = 4.011"
3 Columns = 6.091"
4 Columns = 8.17"
5 Columns = 10.25"

Lengths

There is a very simple
formula to calculate ad
length. **There are 14**
agate lines per inch
ie: 70 x 2
70 divided by 14 = 5
The ad would measure
4" x 5"

\$70.20	30 x 3	30 x 2	\$46.80
\$93.60	40 x 3	40 x 2	\$62.40
\$117.00	50 x 3	50 x 2	\$78.00
\$140.40	60 x 3	60 x 2	\$93.60
\$163.80	70 x 3	70 x 2	\$109.20
\$187.20	80 x 3	80 x 2	\$124.80
\$210.60	90 x 3	90 x 2	\$140.40
\$234.00	100 x 3	100 x 2	\$156.00
\$257.40	110 x 3	110 x 2	\$171.60
\$280.80	120 x 3	120 x 2	\$187.20
\$304.20	130 x 3	130 x 2	\$202.80
\$327.60	140 x 3	140 x 2	\$218.40