

## GUEST MAGAZINE ADVERTISING



Thunder Bay's Visitor Magazine  
Yearly display advertisers receive first standard editorial listing free!



## ADVERTISING RATES & AD SIZES per insertion

| FULL COLOUR                                      | Casual  | 5x    | 9x    |
|--|---------|-------|-------|
| <b>Outside Covers</b><br>(with or without bleed) | \$1,004 | \$850 | \$700 |
| <b>Inside Covers:</b>                            |         |       |       |
| <b>Full Page</b><br>(with or without bleed)      | \$880   | \$675 | \$475 |
| <b>1/2 Page</b>                                  | \$625   | \$500 | \$350 |
| <b>Inside Pages:</b>                             |         |       |       |
| <b>Full Page</b><br>(with or without bleed)      | \$500   | \$375 | \$275 |
| <b>1/2 Page</b>                                  | \$375   | \$300 | \$250 |
| <b>Center Page</b>                               |         |       | \$375 |

| BLACK & WHITE                               | Casual | 5x    | 9x    |
|---|--------|-------|-------|
| <b>Full Page</b><br>(with or without bleed) | \$400  | \$325 | \$250 |
| 1/2 Page                                    | \$300  | \$250 | \$200 |
| 1/4 Page                                    | \$225  | \$175 | \$125 |
| 1/8 Page                                    | \$200  | \$150 | \$100 |
| 1/16 Page                                   | \$150  | \$100 | \$75  |
| Dbl. Page                                   | \$700  | \$525 | \$375 |
| Add Colour                                  | \$100  | \$75  | \$50  |

| EDITORIAL LISTINGS                      | per term | 5x    | 9x |
|---|----------|-------|----|
| <b>Standard Listing</b> (max. 65 words) |          |       |    |
| First Listing per term                  | \$260    | \$360 |    |
| Add'l Listing each per term             | \$65     | \$50  |    |
| <b>Premium Listing</b> (max. 130 words) |          |       |    |
| First Listing per term                  | \$320    | \$460 |    |
| Add'l Listing each per term             | \$90     | \$70  |    |

## STANDARD AD SIZES

|                             |                         |
|-----------------------------|-------------------------|
| <b>Full Page</b> no bleed   | 4.75" w x 7.5" h        |
| <b>Full Page</b> with bleed | 5.25" w x 8" h (+bleed) |
| <b>1/2 Page</b> horizontal  | 4.75" w x 3.5" h        |
| <b>1/2 Page</b> vertical    | 2.25" w x 7.5" h        |
| <b>1/4 Page</b> horizontal  | 4.75" w x 1.75" h       |
| <b>1/4 Page</b> vertical    | 2.25" w x 3.5" h        |
| <b>1/8 Page</b>             | 2.25" w x 1.75" h       |
| <b>1/16 Page</b>            | 2.25" w x .75" h        |

## 2012 ISSUES & DEADLINES

|              |             |
|--------------|-------------|
| Jan/Feb 2012 | Dec 2-2011  |
| Mar/Apr 2012 | Feb 3-2012  |
| May 2012     | Apr 6-2012  |
| June 2012    | May 4-2012  |
| July 2012    | Jun 8-2012  |
| Aug 2012     | July 6-2012 |
| Sept 2012    | Aug 3-2012  |
| Oct 2012     | Sept 7-2012 |
| Nov/Dec 2012 | Oct 5-2012  |
| Jan/Feb 2013 | Dec 7-2012  |

Electronic ads and/or editorial listings  
can be e-mailed to:  
[proddept@dougallmedia.com](mailto:proddept@dougallmedia.com)

FTP Site: <ftp://ftp.tbsource.com>  
USER NAME: thepost PASSWORD: carnation

**Thunder Bay Guest Magazine** is printed 9 times out of the year, this regional publication distributes 50,000 copies annually and is relied upon by tourists and by many local businesses and residents for seasonal activities, entertainment and attractions. It can also be found on [tbnewswatch.com](http://tbnewswatch.com)



87 N. Hill Street, Thunder Bay, On. P7A 5V6  
PH: 807.346.2600 or FAX: 807.346.8397



Thunder Bay's Visitor Magazine

## JANUARY 1, 2012 RATE CARD

87 N. HILL STREET, THUNDER BAY, ON. P7A 5V6 PHONE: 807.346.2600 • FAX: 807.346.8397



## DISTRIBUTION OUTLETS:

Hotels & Motels, City Tourist Information Centers, City Airport,  
Ontario Travel Centers, Area Campgrounds, Provincial Parks,  
Key Out of Town Highway Stops, Special City Attractions & Events,  
Select Area Retail Stores, Bars, Grills & Restaurants

