RETAIL DISPLAY ADVERTISING

Local Retail Display Rates

Contract must be used in a 12 month period. Rates are protected against future rate increase for 30 days after notice of such increases. Rates quoted are net to Thunder Bay's Source. Any agency commission, surcharge or cash discounts must be added to the appropriate contract rates.

CONTRACT VALUE	RATE
Transient	$1.14
$2,500	.94¢
$5,000	.90¢
$10,000	.82¢
$25,000	.78¢

Column Widths

NOTE: 1 and 8 column advertisements not available.

2 columns = 12p11 - (2.176 inches)
3 columns = 19p11 - (3.333 inches)
4 columns = 26p11 - (4.5 inches)
5 columns = 33p11 - (5.666 inches)
6 columns = 40p11 - (6.833 inches)
7 columns = 47p11 - (8 inches)
9 columns = 61p11 - (10.333 inches)
Centre Spread = 128p - (21.23 inches)

Mechanical Information

Full Page Dimensions: 10.333"(w) x 11.694"(h)
- 14 agate lines to the inch
- Size of paper, 9 columns x 171 agate lines

Colour Charges

- Black + 1 Colour $175
- Black + 2 Colour $225
- Full Colour Process.....$385

Position Charges

All advertisements are accepted as run of paper unless guaranteed.
- Guaranteed Position 25% premium
- Non Profit Ads.....90¢ per line

Distribution of Inserts

Cost per 10,000 or less ..... $47 per thousand
Cost per 10,001 to 20,000 ..... $46 per thousand
Cost per 20,001 to 30,000 ..... $45 per thousand
Cost per 30,001 plus ..... $43 per thousand

Deadlines for Friday Publication:

- RETAIL DISPLAY AD BOOKING: 12pm Tuesday
- AD MATERIAL TO BE SUPPLIED NO LATER THAN : 3pm Tuesday
- AD TO BE FINALIZED BY: 10am Wednesday

Exclusive Pages & Unique Ad Rates

FRONT PAGE ADS (FULL PROCESS COLOR)

Bottom Banner Ad - (1 ONLY)
9 column x 35 lines = 315 lines — 51 Wks... $440; 26 Wks... $485; 13 Wks... $515

Signature Ad - (3 AVAILABLE)
2 column x 28 lines = 56 lines — 51 Wks... $150; 26 Wks... $165; 13 Wks... $175

TOP BANNER AD - (1 ONLY)
9 column x 14 lines = 126 lines — 51 Wks... $300; 26 Wks... $330; 13 Wks... $345

SECTION FRONTS - BANNER ADS

tbSports (B & W)
9 column x 56 lines = 504 lines — 51 Wks...$380; 26 Wks...$410; 13 Wks...$450

tbLife (B & W)
9 column x 56 lines = 504 lines — 51 Wks...$380; 26 Wks...$410; 13 Wks...$450

in the Bay (B & W)
9 column x 56 lines = 504 lines — 51 Wks...$380; 26 Wks...$410; 13 Wks...$450

THE BUZZ PAGE (B & W)

Top Banner Ad - 9 columns x 38 lines — 51 Wks...$390; 26 Wks...$435; 13 Wks...$460

CLASSIFIED DISPLAY ADVERTISING

September 2011

Classified Display Rates

CONTRACT VALUE	RATE
Transient	$1.71
$2,500	$1.40
$5,000	$1.34
$10,000	$1.22
$25,000	$1.16
$50,000	$1.10
$75,000	$1.05
$100,000	.98¢

Classified Column Widths

1 column = 9p5 - (1.583 inches)
2 columns = 19p11 - (3.333 inches)
3 columns = 30p5 - (5.083 inches)
4 columns = 40p11 - (6.833 inches)
5 columns = 51p - (8.583 inches)
6 columns = 61p11 - (10.333 inches)

Classified Display Business Builder

Frequency contracts are available for small space advertising. This rate is substantially lower for smaller businesses. Copy changes are allowed once per month.

Weekly Line Rate

12 months $1.03
6 months.....$1.21
3 months.....$1.34

Deadlines for Friday publication:

- CLASSIFIED DISPLAY AD BOOKING: 5pm Tuesday
- AD MATERIAL TO BE SUPPLIED NO LATER THAN : 5pm Tuesday
- AD TO BE FINALIZED BY: 10am Wednesday

GENERAL INFORMATION

ELECTRONIC ADVERTISING REQUIREMENTS & FORMATS ACCEPTED:

* **ADOBE ACROBAT PDF:**
Please make sure all fonts are embedded

* **QUARK XPRESS 6.1 (OR LOWER):**
Please include fonts, logos & picture files

* **ADOBE ILLUSTRATOR CS2 (OR LOWER):**
Convert all text to "outlines" and save as an "Illustrator .eps"

* **ADOBE PHOTOSHOP CS2 (OR LOWER):**
Save as a ".psd file" or a ".tif file"

***FULL COLOUR ADS MUST BE SUPPLIED IN CMYK COLOURS & BUILT AT A RESOLUTION NO LESS THAN:**
150dpi (for Thunder Bay Source Ads)
300dpi (for Thunder Bay's Guest Magazine Ads)

Electronic ads can be e-mailed to: proddept@dougallmedia.com

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

Rates are effective September, 2011 and include customary production cost. • Colour separations and specialized art services, etc. may be extra. • Rates subject to change with 30 days notice. • Contracts are subject to cancellation by either party with 15 days written advance notice. • CANCELLED CONTRACTS ARE SUBJECT TO SHORT RATES. • Additional discounts (or surcharges) may apply based on factors including: multi-page usage per issue or per week, multi-paper purchases, frequency, colour usage, unusual distribution volumes, etc. • All advertising subject to approval. Rates are subject to change without notice. • The publisher reserves the right or option to insert the word "advertisement" above or below any copy. • All materials produced by the newspaper remain the property of the publisher. • The publisher will not be responsible for material supplied by the customer unless return delivery instructions are received within 21 days after use.

MINIMUM AND MAXIMUM REQUIREMENTS

Nine column page: Minimum ad size is 2 col. by 25 lines. • Ads exceeding 157 lines will be billed at full column depth. • Ads running through the gutter will be billed for one additional column. • Classified pages are billed as six column pages. • Minimum depth is one column by 14 lines.

ERRORS AND OMISSIONS

Liability of publisher for non-insertion is limited to the amount paid for the advertisement. Liability of publisher for errors by the publisher is limited to cost of space occupied by the error. Liability of Publisher for damage arising out of incorrect deliver or non-delivery of any flyer is limited to the amount paid to the publisher for distribution of such flyer. Claims for errors in advertisements or flyer deliveries must be made prior to the next publication date. Positioning of advertisements or flexform formats is not guaranteed unless a premium is paid. The publisher reserves the right to reject, discontinue or omit any advertisement without notice or penalty by either party. Advertiser warrants advertising content will not promote illegal activities or be libelous or misleading. Advertiser agrees to indemnify publisher with respect to any loss sustained by publishing a libelous or misleading advertisement.

PAYMENT INFORMATION

Accounts due when rendered. Accounts will be considered past due 30 days after billing. Interest at a rate of 2% per month will be charged on overdue accounts. Retail rates are non-commissionable. Commissionable rates available upon request.

Thunder Bay source Your Community Newspaper
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PH: 807.346.2600 or FAX: 807.346.8397