



ADVERTISING RATES 2018

per insertion

Thunder Bay Guest

YOUR GUIDE TO WHAT'S HAPPENING IN AND AROUND THUNDER BAY.

Local, independant, community magazine distributing to 36,000 businesses and properties annually.

FULL COLOUR	Casual	5x	9x
OUTSIDE COVERS	\$1,004	\$850	\$700

INSIDE COVERS (with or without bleed)

Full Page	\$880	\$675	\$475
1/2 Page	\$625	\$500	\$350

INSIDE PAGES (with or without bleed)

Full Page	\$500	\$375	\$275
1/2 Page	\$375	\$300	\$250
Center Page			\$375

BLACK & WHITE

	Casual	5x	9x
Full Page (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	\$ 75

EDITORIAL LISTINGS per term 9x

STANDARD LISTING (max. 65 words)	PREMIUM LISTING (max. 130 words)
First Listing per term \$675	First Listing per term \$900
Add'l Listing each per term \$95	Add'l Listing each per term \$120

ISSUES DEADLINES

March/April 2018	Feb. 2, 2018
May 2018	April 6, 2018
June 2018	May 4, 2018
July 2018	June 8, 2018
Aug 2018	July 6, 2018
Sept 2018	Aug 3, 2018
Oct 2018	Sept 7, 2018
Nov/Dec 2018	Oct 5, 2018
Jan/Feb 2019	Dec 7, 2018



87 N. Hill Street,
Thunder Bay, ON P7A 5V6
PH: 807.346.2600 or
FAX: 807.345.9923
tbnewswatch.com

AD SIZES



Full Page
no bleed
4.75"w x 7.5"h

with bleed
5.25"w x 8"h

Cover Spread
no bleed
9.5"w x 15"h

with bleed
10.5"w x 16"h

Yearly display advertisers receive first standard editorial listing FREE!



Half Page
Horizontal
4.75"w x 3.5"h

Vertical
2.25"w x 7.5"h



Quarter Page
Horizontal
4.75"w x 1.5"h

Vertical
2.25"w x 3.5"h



Eighth Page
Horizontal
2.25"w x 1.75"h

Vertical
1.75"w x 2.25"h



Sixteenth Page
Horizontal
2.25"w x .75"h

Vertical
.75"w x 2.25"h

PRINT ARTWORK is to be supplied as a PDF file. All fonts and graphics are to be embedded at 300dpi in CMYK.

ARTWORK DELIVERY you can send to your account executive or proddept@dougallmedia.com. If the file is too big we can provide a dropbox.