

Lynda Roberts
Business Manager

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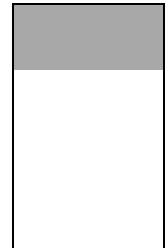
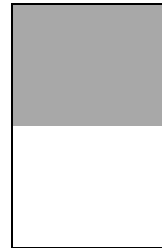
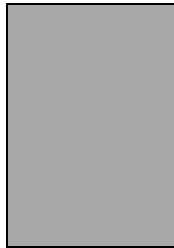
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2017 ADVERTISING RATES

BLACK & WHITE

	1x	3x	6x
Full (5" x 8")	\$1046	\$998	\$942
Premium Pages*	\$1086	\$1038	\$984
Three-Quarter (5" x 6")	\$870	\$790	\$746
Half (5" x 4")	\$654	\$626	\$534
Quarter (5" x 2")	\$440	\$386	\$328

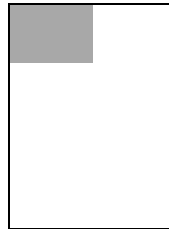


*Premium pages - adjacent columns *Entre Nous* and *Bench and Bar*
First Inside Front Page \$1170
Last Inside Back Page \$1140

CLASSIFIED ADS

One-Eighth (2.25" x 2") \$165

Box Numbers \$20



4 COLOUR COVERS

Outside Back	\$1360	Full page, full colour, bleeds necessary
Inside Back	\$1265	
Inside Front	\$1265	

5% GST will be added to all published rates

PRICES IN EFFECT FROM JANUARY 2017 TO DECEMBER 2017

the ADVOCATE

PUBLISHING MONTHS

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AD COPY DEADLINES

November 30 | February 1 | March 29 | May 31 | August 2 | October 4

MECHANICAL REQUIREMENTS

Perfect-Bound Offset Publication
Format: Computer to Plate
Type Page: 5" x 8"
Trim Size: 67/8" x 93/4"
Number of Pages: 164
Classified Column Width: 21/4"
Number of Columns: 2
Line Screen: 133

DIGITAL REQUIREMENTS

Submitted as high resolution PDF files.
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