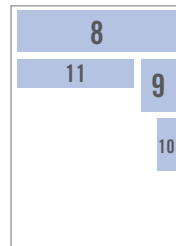
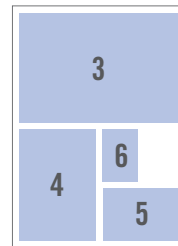
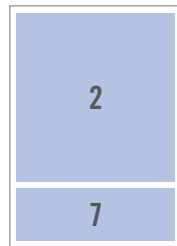
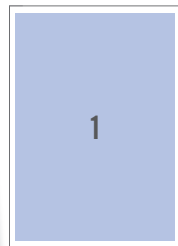


Published: **Thursday** // Deadline: **Friday 5:00PM** // Print Area: **11" x 21.5"** // Newspaper Format: **Broadsheet**

ISSUES or REGIONS	1	5-10	11-15	16-20	21-25	26-30	31-40	41-51	52	
DISCOUNT	TRANSIENT	5%	10%	15%	20%	25%	30%	35%	40%	DISPLAY AD SIZES
1. FULL PAGE	\$1,541	\$1,464	\$1,387	\$1,310	\$1,233	\$1,156	\$1,079	\$1,002	\$925	11" w x 21.5" h
2. 3/4 PAGE	\$1,156	\$1,098	\$1,040	\$982	\$925	\$867	\$809	\$751	\$694	11" w x 16" h
3. 1/2 PAGE	\$771	\$732	\$694	\$655	\$616	\$578	\$539	\$501	\$462	11" w x 10.714" h
4. 1/4 PAGE	\$385	\$366	\$347	\$327	\$308	\$289	\$270	\$250	\$231	5.444" w x 10.714" h
5. 1/8 PAGE	\$198	\$188	\$178	\$168	\$158	\$149	\$139	\$129	\$119	5.444" w x 5.3" h
6. 1/16 PAGE	\$99	\$94	\$89	\$84	\$79	\$74	\$69	\$64	\$59	5.444" w x 2.6" h
7. BASEBAR (INSIDE)	\$300	\$285	\$270	\$255	\$240	\$225	\$210	\$195	\$180	11" x 3" h
BASEBAR (COVER)	\$375	---	---	---	---	---	---	---	---	
8. TOP BAR (INSIDE)	\$300	\$285	\$270	\$255	\$240	\$225	\$210	\$195	\$180	11" w x 2.25" h
TOP BAR (COVER)	\$375	---	---	---	---	---	---	---	---	
9. EARLUG (INSIDE)	\$175	\$166	\$158	\$149	\$140	\$131	\$123	\$114	\$105	2.66" w x 2.6" h
EARLUG (COVER)	\$200	---	---	---	---	---	---	---	---	
10. MINI EARLUG (COVER)	\$175	---	---	---	---	---	---	---	---	1.2656" w x 2.6" h
11. MOUTH (COVER)	\$275	---	---	---	---	---	---	---	---	8.2188" w x 1" h
12. FRONT PAGE GATEWAY	\$2,350	---	---	---	---	---	---	---	---	5" w x 21.5" h

**Custom Ads:** Agate Line Rate Applies - 8 columns Wide X 300 Lines = 2400 Agate Lines for a Full Page. Frequency discounts apply.  
**Word Ad: Non-Commercial Ads** \$20.00 for 15 words, for 4 weeks, fifty cents per word thereafter. \$15.95 for 15 words, for 2 weeks, fifty cents per word thereafter.  
**Commercial Ads** \$15.00 for 15 words per week, fifty cents per word thereafter.  
**Colour:** Spot Color \$75.00, Full Process Colour - Full page \$250.00/Half Page \$195.00/Under Half Page \$135.00  
**Service Directory:** From \$29.95 per week or \$377.00 for 13 weeks. **Cover Post it Ads:** \$200.00. **Flyers:** \$50.00 per thousand.  
**Premium Positioning Based on Availability:** Back Page \$1,750.00, Centre Spread \$3,300.00, Inside Back/Inside Front Page \$1,650.00 when available.  
 \*All specialty items include full process color.



# BROADSHEET MECHANICAL REQUIREMENTS

## CAMERA READY ARTWORK

All camera ready digital files should be submitted as Adobe Acrobat PDF file.

### PDF SUBMISSION GUIDELINES:

1. Embed all fonts
2. Colour files must be CMYK, not RGB
3. Composite file, without crop marks
4. Do not include a bleed around your ad

Also accepted are working files from these MAC/PC compatible programs:

- Adobe InDesign CS 6\*
- QuarkXpress 9\*
- Adobe Illustrator CS 6\*\*
- Adobe Photoshop CS 6\*\*\*

\* Must include all fonts and artwork

\*\*All type must be converted to outline

\*\*\*Files should be flattened and saved as PS PDF, CMYK as appropriate

Files cannot exceed software versions listed above.

## COMPONENT REQUIREMENTS

### IMAGES

Photos will look their best if they are provided as high-resolution. In most cases a larger image in size and resolution equals better reproduction.

All photo images must be submitted as:  
JPEG, TIFF and/or EPS images: 300 dpi at least 5" wide  
Bitmaps: 400 dpi

**Note:** Please avoid submitting GIF, PNG and BMP. These images do not contain enough pixel or colour data for print reproduction and we can not guarantee image quality.

### LOGOS

Logos will look best when provided as CMYK, vector graphic. A vector graphic can be made any size without compromising the quality of the graphic. Vector graphics must be submitted as an Adobe Illustrator CS6 or lower .ai or .eps format.

### TEXT

Text can be submitted in a variety of formats.  
Such as:

- TXT (Plain Text)
- DOC Microsoft Word
- RTF (Rich Text Format)
- XLS Microsoft Excel

## AD SPECS

### Image area 11" x 21.5" 8 Column Format

Full Page .....	11"w x 21.5"h
Half Page Horizontal.....	11"w x 10.714"h
Half Page Vertical .....	5.444"w x 21.5"h
3/4 Page Dominate.....	11"w x 16"h
1/4 Page Horizontal.....	11"w x 5.3"h
1/4 Page Vertical.....	5.444"w x 10.714"h
1/8 Page Horizontal.....	5.444"w x 5.3"h
1/8 Page Vertical.....	2.666"w x 10.714"h
1/16 Page Horizontal.....	5.444"w x 2.6"h
1/16 Page Vertical.....	2.666"w x 5.3"h
Basebar.....	11"w x 3"h
Top Bar (Cover).....	11"w x 2.25"h
Mini Earlug.....	1.2656"w x 2.6"h
Earlug .....	2.66"w x 2.6"h
Mouth Ad (Cover).....	8.2188"w x 1"h
Gateway (Cover) .....	5"w x 21.5"h

### SPECIALTY AD SIZES

Please contact your local sales representative.

ORANGEVILLE CITIZEN CaledonCitizen

Free Press THE AURORAN

KING WEEKLY SENTINEL

Original art work required. All our mechanicals remain the property of London Publishing Corp. under copyright. Mechanicals, artwork, layout or design of an ad concept created at London Publishing Corp. is not to be published in any other publication. If published outside of London Publishing Corp. there will be a charge at the rate of \$100.00 per man hour expended.