

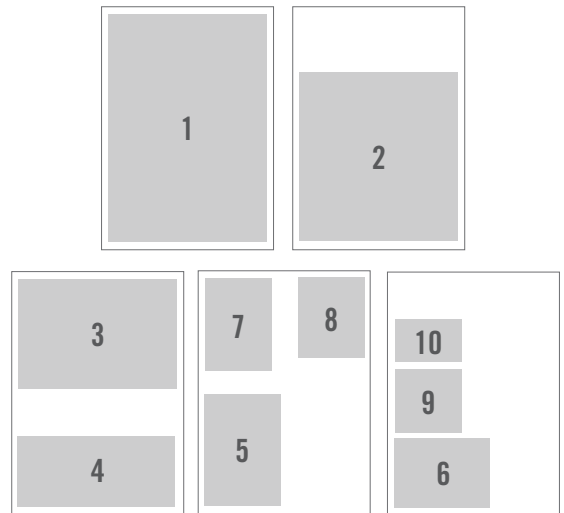
# Bancroft This Week

BANCROFT THIS WEEK // 9,475 CIRCULATION

Published: Friday // Deadline: Monday @ 11am // Print Area: 10" x 13.5" // Newspaper Format: Tabloid

ISSUES (per week)	1	4	13	26	52
1. FULL PAGE	\$623	\$588	\$569	\$541	\$493
2. 2/3 PAGE	\$417	\$392	\$386	\$367	\$329
3. 1/2 PAGE	\$313	\$299	\$290	\$275	\$256
4. 1/3 PAGE	\$212	\$203	\$193	\$187	\$174
5. 1/4 PAGE	\$162	\$155	\$147	\$140	\$131
6. 1/6 PAGE	\$109	\$105	\$100	\$95	\$89
7. 1/8 PAGE	\$83	\$79	\$75	\$72	\$67
8. 1/12 PAGE	\$69	\$66	\$64	\$59	\$55
9. 1/16 PAGE	\$58	\$55	\$52	\$49	\$44
10. BUSINESS CARD	\$40	\$38	\$33	\$30	\$27

Price per insertion, per paper.



## PROCESS COLOUR RATES

FULL PAGE .....	\$150
1/2 PAGE .....	\$90
1/3 PAGE .....	\$75
1/4 PAGE .....	\$50
1/6 & 1/8 PAGE .....	\$40
1/12 & 1/16 .....	\$30
BUSINESS CARD .....	\$25

Special rollover rate in the Haliburton Echo.  
Contact your Multimedia Account Manager for details.

## Bancroft This Week

Friday, March 7, 2014

www.bancroftthisweek.com



### Naturally

NHEDC release promotional videos

2



### Bear study

NERDS help monitor black bear population

6



### Jets lose

Vito's Peewee Jets lose to



### Committee gives proposal thumbs down

Armaterc Survivability president and CEO Karl Pfister, left, and planner Heather Sadler address the members of the Dyart et al planning committee during a public meeting at the Haliburton Legion on March 3. Armaterc is proposing to set-up a 2,300 military testing site in Harcourt, if the property is rezoned and the Official Plan is amended. The committee passed a motion recommending to council that they do not accept a rezoning or change to the Official Plan. More on page 9.

Angelica Blenich  
Staff

## Province listens to planning concerns in NH

Jim Eadie  
Special to This Week

It turned out to be a very interesting week for Wollaston Reeve Dan McCaw and other North Hastings political leaders starting at the Rural Ontario Municipal Association (ROMA) conference in Toronto. McCaw drove to Toronto with Deputy Reeve Graham Blain, having been promoted to a meeting with Ontario Municipal Affairs

direction that will shape official plans may have a disastrous effect on future development in rural and northern small communities. After arriving at the conference, McCaw was informed that the minister would not be meeting him, but the deputy minister would attend in her place. "We didn't find out that the deputy minister wasn't coming either, until we got to the meeting," said McCaw. "We ended up meeting with some of her higher up staff."

Also attending the meeting in support was of Hastings Highlands Mayor Vivian Bloom, and current Hastings County Warden Rick Phillips. McCaw noted that the minister's staff listened carefully. "I left with the feeling that maybe there would be something done," he said. The ministry staff was told that municipalities like Wollaston and others in North Hastings are far from major corridors such as the 401 highway, and cross Canada railway lines. They are neither agricultural lands, nor multi-residential development areas and depend largely on tourism and recreational use for future development. Provincial policy restricting any of this

see REEVE page 3

LP  
LONDON  
PUBLISHING CORP.

## 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 5.5\*
- Adobe Illustrator CS 5.5\*\*
- Adobe Photoshop CS 5.5\*\*\*

\* 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 10" x 13.5" 9 Column Format

	INCHES	COLUMNS X LINES	
Full page.....	10" w x 13.5"	9 x 189 ag	1 COL = 1.0" 2 COL = 2.16" 3 COL = 3.25" 4 COL = 4.5" 5 COL = 5.5" 6 COL = 6.6" 7 COL = 8" 8 COL = 9" 9 COL = 10"
2/3 page.....	6.6" w x 13.5"	6 x 186 ag	
2/3 page.....	10" w x 9" h	9 x 126 ag	
1/2 Page.....	10" w x 6.75" h	9 x 94.5 ag	
1/2 Page.....	4.5" w x 13.5" h	4.5 x 189 ag	
1/2 Page.....	6.6" w x 9" h	6 x 126 ag	
1/3 Page.....	10" w x 4.5" h	9 x 63 ag	
1/3 Page.....	6.6" w x 6.6" h	6 x 94 ag	
1/3 Page.....	3.25" w x 13.5" h	3 x 189 ag	
1/4 Page.....	10" w x 3" h	9 x 42 ag	
1/4 Page.....	4.9167" w x 6" h	4.5 x 84 ag	
1/6 Page.....	5.5" w x 4" h	4.5 x 56 ag	
1/6 Page.....	3.25" w x 6" h	3 x 84 ag	
1/8 Page.....	5" w x 3" h	4.5 x 42 ag	
1/8 Page.....	3.25" w x 4.5" h	3 x 63 ag	
1/12 Page.....	3.25" w x 4" h	3 x 56 ag	
1/16 Page.....	3.25" w x 3" h	3 x 42 ag	
Business Card ...	3.25" w x 2" h	3 x 28 ag	
Ear lug.....	2.5" w x 2" h	2 x 28 ag	
Earlug.....	1.5" w x 3" h	1 x 42 ag	

### SPECIALTY AD SIZES

Please contact your local sales representative.

**Bancroft**  
THIS WEEK

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.