

Published: **Thursday** // Deadline: **Monday 10:00AM** // Print Area: **10.375" x 15"** // Newspaper Format: **Tabloid**

ISSUES or REGIONS	1	5-10	11-15	16-20	21-25	26-30	31-40	41-51	52	DISPLAY AD SIZES
DISCOUNT	TRANSIENT	5%	10%	15%	20%	25%	30%	35%	40%	
1. FULL PAGE	\$1,056	\$1,003	\$950	\$898	\$845	\$792	\$739	\$686	\$634	10.37" w x 15" h
2. 3/4 PAGE	\$871	\$827	\$784	\$740	\$697	\$653	\$610	\$566	\$523	10.37" w x 12" h
3. 1/2 PAGE	\$581	\$552	\$523	\$494	\$465	\$436	\$407	\$378	\$349	10.37" w x 7.25" h
4. 1/4 PAGE	\$290	\$276	\$261	\$247	\$232	\$218	\$203	\$189	\$174	5" w x 7.25" h
5. 1/8 PAGE	\$149	\$138	\$131	\$123	\$116	\$109	\$102	\$94	\$87	5" w x 3.5" h
6. 1/16 PAGE	\$76	\$69	\$66	\$62	\$58	\$55	\$51	\$47	\$44	2" w x 2.5" h
7. BASEBAR (INSIDE)	\$200	\$190	\$180	\$170	\$160	\$150	\$140	\$130	\$120	10.37" w x 2.87" h
BASEBAR (COVER)	\$250	---	---	---	---	---	---	---	---	
8. TOP BAR (INSIDE)	\$200	\$190	\$180	\$170	\$160	\$150	\$140	\$130	\$120	10.37" w x 1.5" h
TOP BAR (COVER)	\$250	---	---	---	---	---	---	---	---	
9. EARLUG (INSIDE)	\$100	\$95	\$90	\$85	\$80	\$75	\$70	\$65	\$60	2" w x 2.5" h
EARLUG (COVER)	\$150	---	---	---	---	---	---	---	---	

Custom Ads: Agate Line Rate \$.84 per line, 6 columns Wide X 210 Lines = 1260 Lines for a Full Page

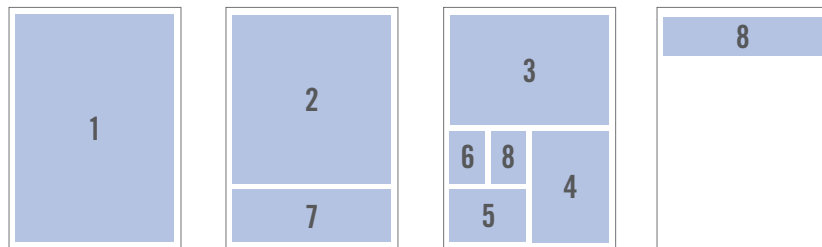
Premium Positioning Based on Availability: Back Page \$1300/Inside Back-Inside Front \$1175/Centre Spread \$2150. Premium for cover spots, when available.

Word Ad: \$20.00 for 30 words, fifty cents for additional words thereafter, with a \$5.00 discount on subsequent weeks. Flyers: \$50.00 per thousand.

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

*All specialty items include full process color.



TAB 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 10.375" x 15" 6 Column Format

Full Page	10.37" w x 15" h
3/4 Page.....	10.37" w x 12" h
1/2 Page.....	10.37" w x 7.25" h
1/4 Page.....	5" w x 7.25" h
1/8 Page.....	5" w x 3.5" h
1/16 Page.....	2" w x 2.5" h
Basebar.....	10.37" w x 2.87" h
Top bar	10.37" w x 1.5" h
Earlug	2" w x 2.5" h

SPECIALTY AD SIZES

Please contact your local sales representative.

InnisfilScope
TheTimes^{New Tecumseth}

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