

2014 MEDIA KIT

# NIAGARA *this* WEEK

The only newspaper covering  
the entire Niagara Region



3300 MERRITTVILLE HWY. UNIT 1B  
THOROLD, ON · L2V 4Y6

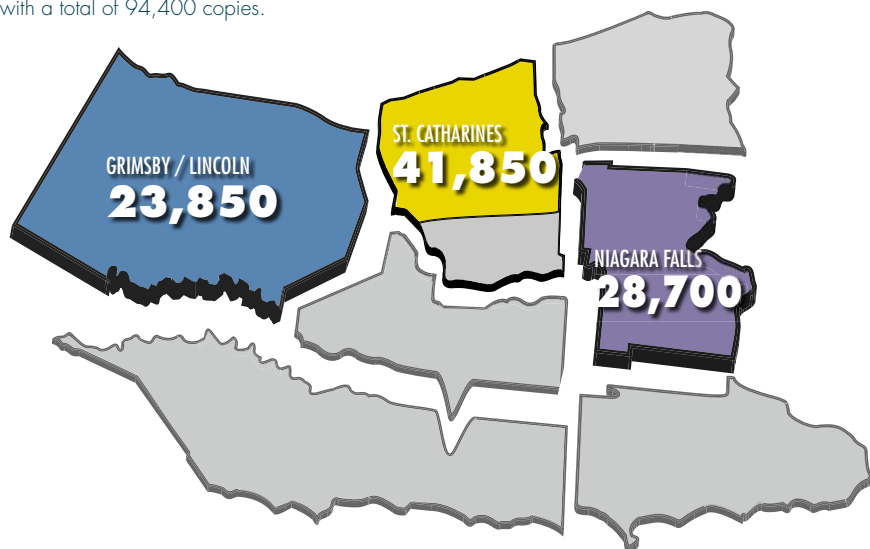
905.688.2444 · 1.877.688.2444

NIAGARATHISWEEK.COM



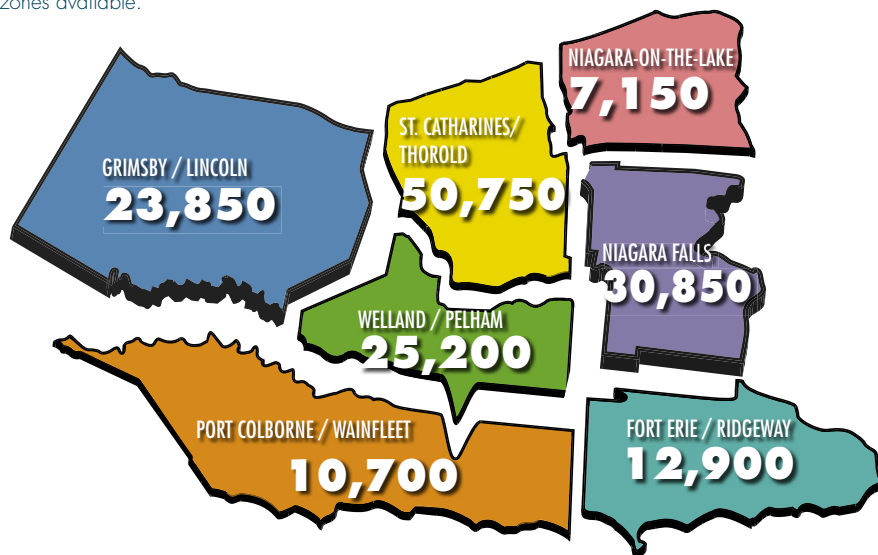
# WEDNESDAY

Niagara this Week's Wednesday edition is distributed free to every home in Niagara Falls, St. Catharines, and Grimsby / Lincoln, with a total of 94,400 copies.



# THURSDAY

Niagara this Week's Thursday edition is distributed free to every home in the entire Niagara Region with a total of more than 161,400 copies. Now officially the most read newspaper (daily or weekly) in the Niagara Region. Niagara this Week offers competitive rates in any of the seven advertising zones available.



Frequency packages are available in both the Wednesday and Thursday editions.

\*Frequency discounts do not apply to advertising in the Niagara Falls zone.

WEDNESDAY

THURSDAY

	<b>ZONE 1</b> ST. CATHARINES	<b>ZONE 2</b> NIAGARA FALLS	<b>ZONE 4</b> GRIMSBY/LINCOLN	<b>ANY*</b> 2 ZONES	<b>ALL*</b> 3 ZONES
Earlug	<b>\$99</b>	<b>\$99</b>	<b>\$99</b>	<b>N/A</b>	<b>N/A</b>
1/16	<b>\$111</b>	<b>\$111</b>	<b>\$82</b>	<b>\$190</b>	<b>\$212</b>
1/8	<b>\$212</b>	<b>\$201</b>	<b>\$164</b>	<b>\$336</b>	<b>\$403</b>
1/6	<b>\$291</b>	<b>\$257</b>	<b>\$235</b>	<b>\$448</b>	<b>\$560</b>
1/4	<b>\$391</b>	<b>\$336</b>	<b>\$320</b>	<b>\$560</b>	<b>\$784</b>
3/8	<b>\$448</b>	<b>\$489</b>	<b>\$480</b>	<b>\$784</b>	<b>\$1009</b>
1/2	<b>\$728</b>	<b>\$698</b>	<b>\$636</b>	<b>\$1009</b>	<b>\$1450</b>
3/4	<b>\$1009</b>	<b>\$897</b>	<b>\$851</b>	<b>\$1570</b>	<b>\$2130</b>
Full	<b>\$1223</b>	<b>\$1121</b>	<b>\$1274</b>	<b>\$1906</b>	<b>\$2804</b>
Front Banner	<b>\$399</b>	<b>\$349</b>	<b>\$399</b>		

**ADD 20% FOR FULL COLOUR** (min \$20.00)



	<b>ZONE 1</b> ST. CATHARINES/ THOROLD	<b>ZONE 2</b> NIAGARA FALLS	<b>ZONE 3</b> WELLAND/PELHAM	<b>ZONE 4</b> GRIMSBY/LINCOLN	<b>ZONE 5</b> PORT COLBORNE /WAINFLEET
Earlug	<b>\$99</b>	<b>\$99</b>	<b>\$99</b>	<b>\$99</b>	<b>\$99</b>
1/16	<b>\$167</b>	<b>\$145</b>	<b>\$111</b>	<b>\$82</b>	<b>\$78</b>
1/8	<b>\$280</b>	<b>\$223</b>	<b>\$189</b>	<b>\$164</b>	<b>\$145</b>
1/6	<b>\$390</b>	<b>\$324</b>	<b>\$280</b>	<b>\$235</b>	<b>\$179</b>
1/4	<b>\$504</b>	<b>\$425</b>	<b>\$369</b>	<b>\$320</b>	<b>\$223</b>
3/8	<b>\$672</b>	<b>\$560</b>	<b>\$504</b>	<b>\$480</b>	<b>\$460</b>
1/2	<b>\$897</b>	<b>\$784</b>	<b>\$672</b>	<b>\$640</b>	<b>\$392</b>
3/4	<b>\$1346</b>	<b>\$1121</b>	<b>\$897</b>	<b>\$351</b>	<b>\$616</b>
Full	<b>\$1682</b>	<b>\$1458</b>	<b>\$1233</b>	<b>\$1273</b>	<b>\$784</b>
Front Banner	<b>\$499</b>	<b>\$449</b>	<b>\$399</b>	<b>\$399</b>	<b>\$299</b>

	<b>ZONE 6</b> NIAGARA-ON-THE-LAKE	<b>ZONE 7</b> FORT ERIE/ RIDGWAY	<b>ALL*</b> 7 ZONES	<b>ANY*</b> 3 ZONES
Earlug	<b>\$99</b>	<b>\$99</b>	<b>N/A</b>	<b>N/A</b>
1/16	<b>\$78</b>	<b>\$78</b>	<b>\$493</b>	<b>\$212</b>
1/8	<b>\$145</b>	<b>\$145</b>	<b>\$863</b>	<b>\$403</b>
1/6	<b>\$179</b>	<b>\$179</b>	<b>\$1121</b>	<b>\$560</b>
1/4	<b>\$224</b>	<b>\$224</b>	<b>\$1435</b>	<b>\$784</b>
3/8	<b>\$336</b>	<b>\$336</b>	<b>\$1963</b>	<b>\$1009</b>
1/2	<b>\$392</b>	<b>\$392</b>	<b>\$2580</b>	<b>\$1588</b>
3/4	<b>\$616</b>	<b>\$616</b>	<b>\$3477</b>	<b>\$2130</b>
Full	<b>\$784</b>	<b>\$784</b>	<b>\$3926</b>	<b>\$2804</b>
Front Banner	<b>\$299</b>	<b>\$299</b>	<b>N/A</b>	<b>N/A</b>

and Thursday publications, ask your sales rep for more details.

not apply to combo rates.

# NIAGARA *this* WEEK

## NIAGARA'S MOST READ NEWSPAPER

10 columns x 147 agate lines

Full Page (10.375"x10.5")

7.5 columns  
x 147 agate lines

Three-Quarters Page (7.763"x10.5")

10 columns x 72 agate lines

Half Page Horizontal (10.375"x5.143")

5 columns  
x  
147 agate lines

Half Page Vertical (5.145"x10.5")

5 columns  
x  
108 agate lines

Three-Eighths Page (5.145"x7.714")

2.5 columns x 147 agate lines

5 columns  
x  
72 agate lines

Quarter Page (5.145"x5.143")

Quarter Page Vertical (2.524"x10.5")

10 columns x 35 agate lines

Quarter Page Banner (10.375"x2.5")

5 columns  
x  
49 agate lines

Sixth Page (5.145"x3.5")

2.5 columns  
x  
72 agate lines

5 columns  
x  
35 agate lines

Eighth Page Vertical (2.524"x5.143")  
Eighth Page Horizontal (5.145"x2.5")

2.5 columns  
x  
35 agate lines

Sixteenth Page (2.5"x2.5")

2 columns  
x  
18 agate lines

Earlog (2.008"x1.286")

10 columns x 23 agate lines

Front Page Banner (10.375"x1.786")

### FTP Information:

**ftp Address:** ftp02.metroland.com **user:** adbank **password:** csl **put files in:** Niagara Folder  
Access problems, please call the Production Department (905) 688-2444

## Deadlines

### Wednesday Publications

Friday At 5:00pm

### Thursday Publications

Tuesday At 4:30pm

1.877.688.2444

#### THOROLD OFFICE

3300 MERRITTVILLE HWY. unit 1B  
905-688-2444

#### PORT COLBORNE OFFICE

211 KING ST.  
905-834-5540

#### FORT ERIE OFFICE

1264 GARRISON RD.  
905-871-7222

#### GRIMSBY OFFICE

32 MAIN WEST  
905-945-8392