

Advertising Rates & Information



THURSDAY
CIRCULATION 62,520
 NEWSPAPER BOOKING DEADLINE
 - Monday by 10:30 am

	basebar	full page	three quarters	half page	three eights	quarter page	sixth page	eighth page	sixteenth page
52x	\$360	\$1,999	\$1,660	\$1,124	\$896	\$616	\$429	\$349	\$210
26x	\$375	\$2,094	\$1,740	\$1,180	\$940	\$644	\$450	\$364	\$218
13x	\$389	\$2,188	\$1,815	\$1,228	\$978	\$671	\$466	\$378	\$224
4x	\$493	\$2,845	\$2,357	\$1,589	\$1,264	\$861	\$592	\$477	\$277
1x	\$548	\$3,191	\$2,642	\$1,780	\$1,413	\$960	\$658	\$530	\$304



THURSDAY
CIRCULATION 31,581
 NEWSPAPER BOOKING DEADLINE
 - Monday by 10:30 am

52x	\$246	\$1,270	\$1,058	\$723	\$581	\$406	\$289	\$239	\$152
26x	\$255	\$1,329	\$1,107	\$756	\$607	\$423	\$301	\$248	\$157
13x	\$264	\$1,388	\$1,155	\$788	\$632	\$440	\$312	\$257	\$161
4x	\$329	\$1,799	\$1,494	\$1,014	\$811	\$559	\$391	\$319	\$194
1x	\$363	\$2,015	\$1,672	\$1,133	\$904	\$621	\$432	\$352	\$211



WEDNESDAY
CIRCULATION 4,747
 NEWSPAPER BOOKING DEADLINE
 - Friday by 12:00 noon

52x	\$172	\$800	\$669	\$465	\$378	\$270	\$198	\$168	\$114
26x	\$178	\$839	\$702	\$487	\$395	\$282	\$206	\$174	\$118
13x	\$184	\$878	\$734	\$508	\$412	\$293	\$213	\$180	\$121
4x	\$212	\$1,055	\$880	\$605	\$488	\$344	\$247	\$207	\$135
1x	\$237	\$1,211	\$1,009	\$691	\$556	\$389	\$278	\$230	\$147



TUESDAY
CIRCULATION 39,717
 NEWSPAPER BOOKING DEADLINE
 - Friday by 10:00 am

52x	\$289	\$1,545	\$1,284	\$874	\$700	\$485	\$342	\$281	\$174
26x	\$295	\$1,584	\$1,317	\$896	\$717	\$497	\$350	\$287	\$177
13x	\$301	\$1,623	\$1,349	\$917	\$734	\$508	\$357	\$293	\$180
4x	\$366	\$2,035	\$1,688	\$1,144	\$912	\$627	\$436	\$355	\$213
1x	\$428	\$2,427	\$2,012	\$1,359	\$1,082	\$740	\$512	\$415	\$244



THURSDAY
CIRCULATION 44,871
 NEWSPAPER BOOKING DEADLINE
 - Tuesday by 10:00 am

52x	\$312	\$1,694	\$1,407	\$956	\$765	\$528	\$371	\$304	\$186
26x	\$319	\$1,737	\$1,453	\$980	\$783	\$541	\$380	\$310	\$189
13x	\$326	\$1,779	\$1,478	\$1,003	\$802	\$553	\$387	\$317	\$193
4x	\$397	\$2,233	\$1,850	\$1,253	\$998	\$684	\$474	\$385	\$229
1x	\$465	\$2,665	\$2,205	\$1,490	\$1,185	\$810	\$520	\$450	\$265



TUESDAY
CIRCULATION 42,163
 NEWSPAPER BOOKING DEADLINE
 - Friday by 11:30 am

52x	\$289	\$1,545	\$1,284	\$874	\$700	\$485	\$342	\$281	\$174
26x	\$295	\$1,584	\$1,317	\$896	\$717	\$497	\$350	\$287	\$177
13x	\$301	\$1,623	\$1,349	\$917	\$734	\$508	\$357	\$293	\$180
4x	\$366	\$2,035	\$1,688	\$1,144	\$912	\$627	\$436	\$355	\$213
1x	\$428	\$2,427	\$2,012	\$1,359	\$1,082	\$740	\$512	\$415	\$244

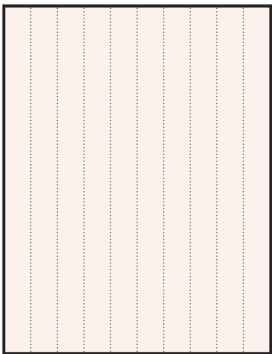


THURSDAY
CIRCULATION 47,480
 NEWSPAPER BOOKING DEADLINE
 - Tuesday by 11:30 am

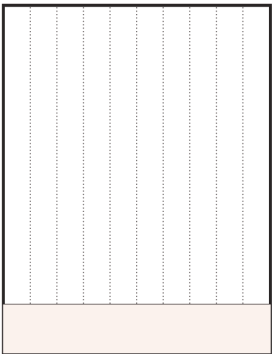
52x	\$312	\$1,694	\$1,407	\$956	\$765	\$528	\$371	\$304	\$186
26x	\$319	\$1,737	\$1,453	\$980	\$783	\$541	\$380	\$310	\$189
13x	\$326	\$1,779	\$1,478	\$1,003	\$802	\$553	\$387	\$317	\$193
4x	\$397	\$2,233	\$1,850	\$1,253	\$998	\$684	\$474	\$385	\$229
1x	\$465	\$2,665	\$2,205	\$1,490	\$1,185	\$810	\$560	\$450	\$265

Advertising Sizes

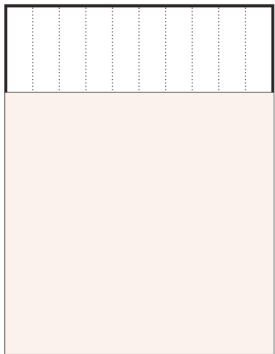
FRONT LUG 2"x2" - SECTION LUG 2"x2" or 5.145"x1.357"
FRONT MINI BAR 8"x .714"



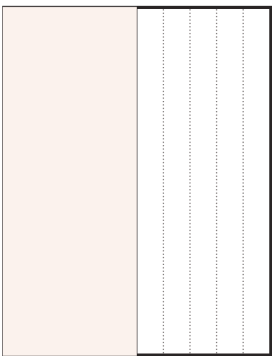
FULL PAGE
10.375 11.5



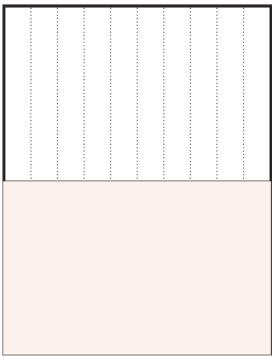
BASEBAR
10.375 1.786



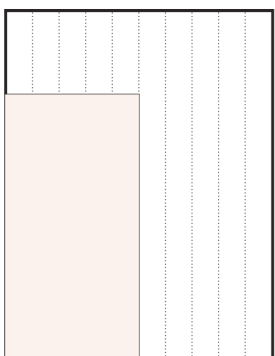
THREE 1/4 HORIZONTAL
10.375 8.571



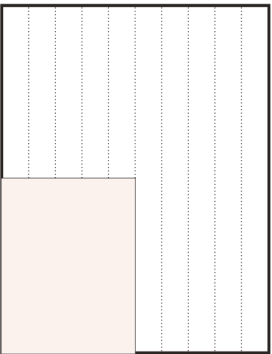
HALF - VERTICAL
5.145 11.5



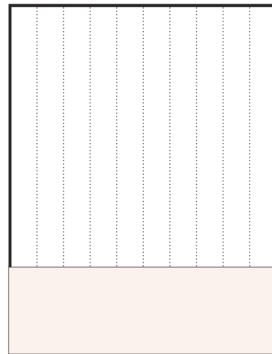
HALF - HORIZONTAL
10.375 5.714



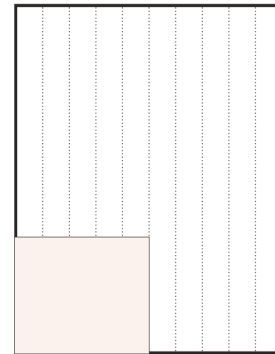
THREE EIGHTHS
5.145 8.571



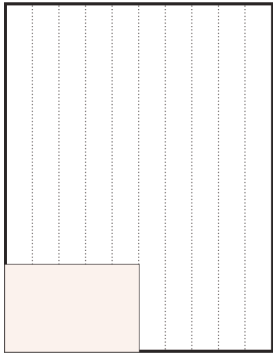
1/4 VERTICAL
5.145 5.714



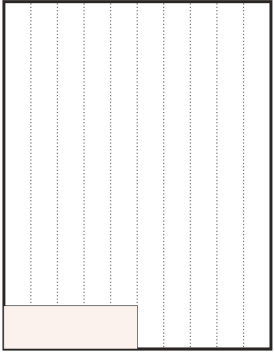
1/4 HORIZONTAL
10.375 2.785



SIXTH - HORIZONTAL
5.145 3.714



EIGHTH - HORIZONTAL
5.145 2.785



SIXTEENTH - HORIZONTAL
5.145 1.357

FAIRWAY GROUP OF NEWSPAPERS Flyer Rates & Information



pieces delivered annually with Metroland	rate per m
up to 250,000 annually	\$60 per m
250,000 to 500,000 annually	\$55 per m
500,000 to 750,000 annually	\$50 per m
750,000 to 1,000,000 annually	\$48 per m
over 1,000,000 annually	\$45 per m



.....\$90 per 1000

flyer deadlines ALL DUE THE WEEK BEFORE DISTRIBUTION

KITCHENER

Thursday Flyer Booking Deadlines: Tuesday 9 days prior before 5pm
Thursday Flyer Arrival Deadlines: Wednesday prior by noon

WATERLOO

Thursday Flyer Booking Deadlines: Tuesday 9 days prior before 5pm
Thursday Flyer Arrival Deadlines: Wednesday prior by noon

NEW HAMBURG

Wednesday Flyer Booking Deadlines: Wednesday by noon
Wednesday Flyer Arrival Deadlines: Wednesday by noon

GUELPH & CAMBRIDGE

Tuesday Flyer Booking Deadlines: Tuesday by noon
Tuesday Flyer Arrival Deadlines: Tuesday by noon

GUELPH & CAMBRIDGE

Thursday Flyer Booking Deadlines: Thursday by noon
Thursday Flyer Arrival Deadlines: Thursday by noon

flyer shipping

KITCHENER & WATERLOO

44 Frid Street, Hamilton, ON L8N 3G3
Receiving open between the hours of 7:15 am - 2:00 pm only.

GUELPH, CAMBRIDGE & NEW HAMBURG

c/o Burlington Post
5300 Harvester Rd., Burlington, Ontario, L7L 5N5
905-634-1710
Receiving open between the hours of
8:30 am - 5:00 pm., Mon. - Fri., 10:00 am - 4:00 pm, Sun.



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Place your ad or coupon on save.ca and reach
1.6 million unique visitors for as low as \$100 monthly
www.save.ca

Market Reach

BY METROLAND PUBLICATION

	Guelph Mercury Tribune	Kitchener Post	Waterloo Chronicle	Cambridge Times	New Hamburg Independent
City Households					
Guelph	38,516				
Kitchener		62,520			
Waterloo			31,581		
Cambridge				41,358	
New Hamburg					3,715
NOB Rural	5,154			5,317	697
Distant Rural	*11,341				
Dealers	1,201			805	335
Total	56,212	62,520	31,581	47,480	4,747

*Flyer delivery only

FSA by Income Level

FAIRWAY GROUP NEWSPAPERS

Guelph Mercury Tribune

N1L	\$125,401
N1C	\$120,764
N1K	\$101,707
N1G	\$96,020
N1E	\$82,382
N1H	\$72,516

Cambridge Times

N1T	\$116,756
N1P	\$98,191
N1S	\$96,889
N3C	\$96,775
N3H/N3C	\$87,331
N3H	\$77,886
N1R	\$70,148

Kitchener Post

N2P	\$134,631
N2R	\$111,492
N2N	\$104,594
N2A	\$92,289
N2B	\$81,100
N2E	\$80,769
N2M	\$73,885
N2H	\$65,698
N2C	\$63,677
N2G	\$57,088

New Hamburg Independent

N0B	\$120,190
N3A	\$100,696
N0J	\$82,049

Waterloo Chronicle

N2J	\$174,305
N2T	\$130,738
N2K	\$130,272
N2V	\$128,885
N2L	\$82,304

FAIRWAY GROUP OF NEWSPAPERS Flyer Distribution Data

REVISIONS EFFECTIVE OCTOBER, 2017



KITCHENER CARRIER DELIVERY

Truck	FSA	Area	Amount
N2A		Lackner Woods, Stanley Pk, Chicopee Areas	8,424
N2C		Kingsdale Area	2,627
N2E		Laurentian West, Laurentian Hills, Country Hills Areas	10,571
N2P		Pioneer Tower, Doon, Pioneer Park Areas	5,565
N2R		Huron Park, Trussler, Brigadoon Areas	2,776
N2B		Grand River North, Heritage Park, Rosemount Areas	5,059
N2G		Downtown East of King, Rockway Areas	3,190
N2H		Downtown West of King Areas	6,114
N2M		Forest Hill, Victoria Hills Area	8,740
N2N		Forest Heights, Highland West, Boardwalk Areas	8,039
		Office/Dealer copies	500
		Apartment/Lobby Drops	8,128

Kitchener City Totals **69,733**



WATERLOO DELIVERY

Truck	FSA	Area	Amount
N2J		Glenridge, Willowdale, Uptown Breithaupt	3,683
N2K		Lincoln Village, Colonial Acres, Eastbridge, Bridgeport	8,016
N2L		Lakeshore, Columbia, Westmount, Beechwood, Keatsway, Breezewood	6,356
N2T		Upper Beechwood, Resurrection, Laurel Creek	6,400
N2V		North Lakeshore, Laurel Creek, Claire Hills	4,668
		Office/Dealer copies	500
		Apartment/Lobby Drops	3,783

City of Waterloo Totals **33,406**

KITCHENER & WATERLOO RURAL ZONE

FSA	Area	Amount
N3B	Elmira (DB)	3,803
N3A	New Hamburg (WC)	4,747
NOB	St. Jacobs (FC)	1,134
NOB	Breslau/Maryhill (FB)	1,561
NOB	Woolwich South (DC)	601
NOB	Woolwich North (SC)	1,100
NOB	Wellesley (SB)	1,572
NOB	North Dumfries (WB)	1,102
	Distant Rural	4,178
	Cambridge	4,498

Totals **24,296**

TOTAL DISTRIBUTION AVAILABLE **127,435**



CAMBRIDGE CITY ZONE

Truck	FSA	Area	Amount
SA	N1S	West Galt (North of Cedar)	2,749
RB	N1R	North Galt (South of Avenue Rd)	1,049
RA	N1R	North Galt (North of Avenue Rd)	4,609
TA	N1T	North East of Galt (Saginaw)	4,272
HA	N3H	Preston (West of King)	2,719
HB	N3H	Preston (East of King)	3,692
CA	N3C	Hespeler (North West)	5,219
CB	N3C	Hespeler (South East)	2,295
RC	N1R	Galt (Between Water & Elgin)	3,048
RD	N1R	Galt (East of Elgin)	2,595
SB	N1S	West Galt (South of Cedar)	3,065
PA	N1P	Galt (South of Myers Rd)	2,588
	N1R/S/T/P	Galt Apartments (Lobby)	2,215
	N3H/C	Preston/Hespeler Apartments (Lobby)	1,270

Totals **41,385**

Dealers & Stores 805

(NOTE: flyer insertion not available)

Office//Service 100

CAMBRIDGE RURAL ZONE THURSDAY ONLY

FSA	Area	Amount
NOB	Ayr City Limits	1,490
Area 1	North of 401 & West of Puslinch	749
Area 2	East of Cambridge, Barbers Beach	488
Area 3	South East Cambridge, Clyde	603
Area 4	Sheffield & Branchton	572
Area 5	South Cambridge & Glenmorris	620
Area 6	South West Cambridge, Roseville	743

Totals **5,265**

TOTAL DISTRIBUTION AVAILABLE **46,750**

Thursday



GUELPH CARRIER DELIVERY

Truck	FSA	Area	Amount
N1E		ED North/East: Speedvale E, Victoria, Grange St	2,215
		EE Central: York, Victoria N, Elizabeth	1,765
		EF Central: Eramosa, Speedvale E	3,074
		EG East: Victoria N, Eastview, Watson N	4,842
		Totals	11,896
N1G		GA South: College W, Niksa, Hanson Pkwy	884
		GB Central: Gordon, Edinburgh, College W, Village by the Arboretum	1,817
		GC South: Stone, Edinburgh, Kortwright W	2,158
		GG South: Clair, Hanlon Pkwy, Gordon, Kortright	2,486
		Totals	7,345
N1H		HA Central: Speedvale W, Hanlon Pkwy, Elmira N	2,233
		HB Central/North: Waterloo, Silvercreek, Woodlawn W	3,373
		HE West/North: Conservation, London, Edinburgh N	2,205
		HH Fife, Whitelaw	774
		Totals	8,555
N1K		KA Speedvale W, Elmira N	446
		KB West: Imperial S, Elmira S, Paisley Rd	1,910
		Totals	2,356
N1C		CA South: Downey, Niska	1,030
N1L		LA Clair, Victoria, Gordon	3,498
		Apartment/Lobby Drops	3,836

Guelph City Totals **38,516**

GUELPH RURAL DELIVERED

Area 1	Hwy 6, 6th Line E, First Line/18, Woodlawn Rd W	1,377
Area 2	Watson Rd, Erin/Halton, Hwy 124, Cnty Rd 125	1,000
Area 3	Stone Rd, Clair Rd, Hwy 401, Hanlon	1,005
Area 4	Hwy 124, Cambridge/Guelph Townline, Hwy 401, Hanlon	593
Area 5	Hwy 6, Fergus 18, Eramosa/Erin Townline, Hwy 124	1,179
Totals		5,154

GUELPH OTHER DELIVERED

Stores/Boxes, Administration, Mailed Subscriptions & Service Copies **1,201**

EMC RURAL DELIVERY

Fergus	5,108
Arthur	1,461
Elora	2,862
Rockwood	1,910
Totals	11,341

TOTAL DISTRIBUTION AVAILABLE **56,212**



Wednesday

NEW HAMBURG CARRIER DELIVERY

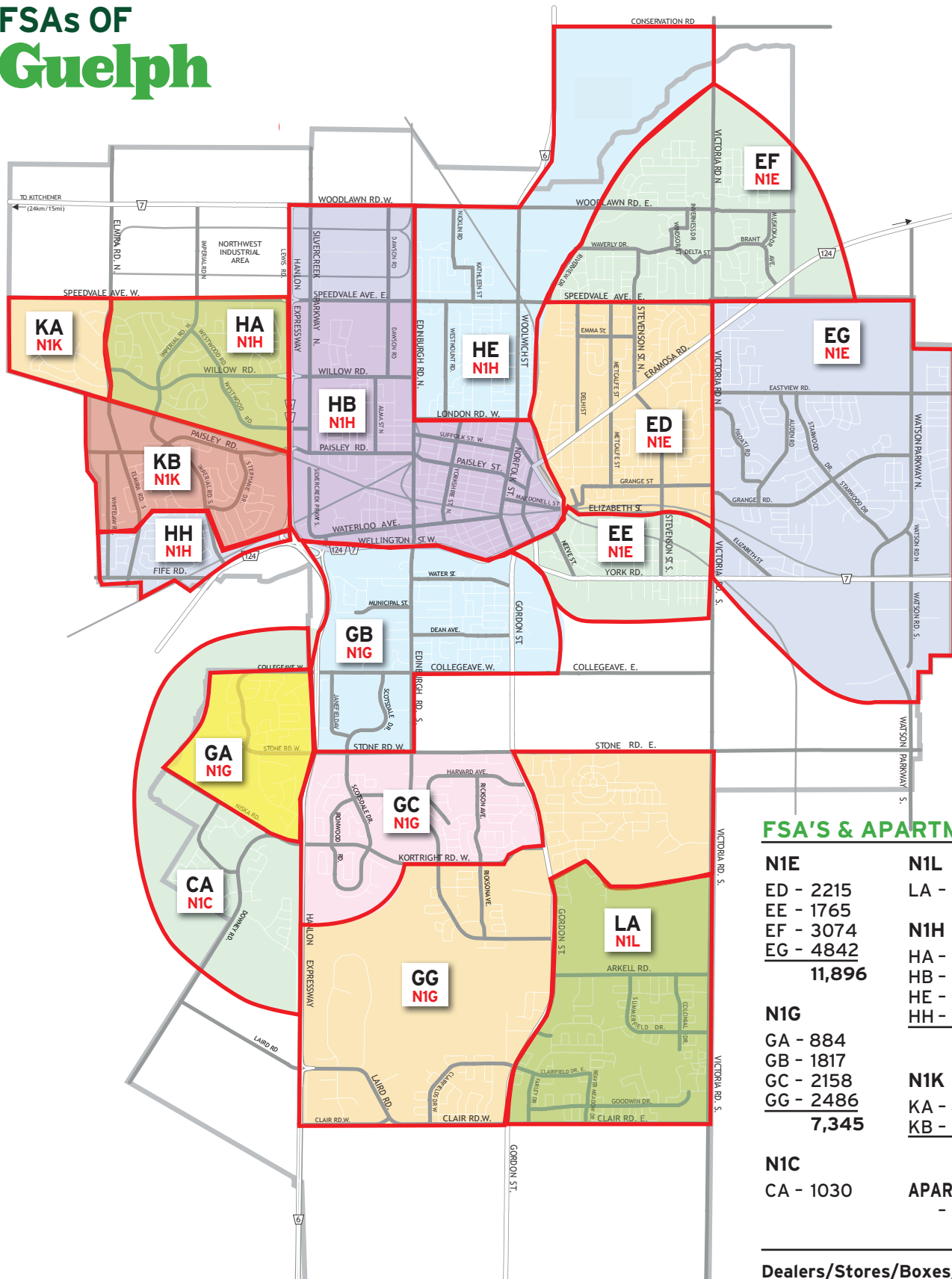
Truck	FSA	Area	Amount
	N3A	New Hamburg	2,287
	N3A	Baden	1,428
Totals			3,715
Mailed	N3A	New Hamburg	237
Mailed	N3A	Baden	70
Mailed	N3A	Shakespeare	30
Mailed	NOB	Petersburg	49
Mailed	NOB	2HO Plattsville	20
Mailed	NOJ	1BO Bright	18
Mailed	NOB	2LO St. Agatha	34
Mailed	NOB	2EO New Dundee	47
Mailed	NOB	2RO Tavistock	68
Mailed	NOB	2TO Wellesley	116
Totals			858

Office/Dealer copies 400

TOTAL DISTRIBUTION AVAILABLE **4,747**



FSAs OF Guelph



FSA'S & APARTMENTS

N1E	N1L
ED - 2215	LA - 3498
EE - 1765	
EF - 3074	N1H
EG - 4842	HA - 2233
11,896	HB - 3373
	HE - 2205
	HH - 744
	8,555
N1G	
GA - 884	
GB - 1817	
GC - 2158	N1K
GG - 2486	KA - 446
7,345	KB - 1910
	2,356
N1C	
CA - 1030	APARTMENTS
	- 3,836

Dealers/Stores/Boxes/
Admin. Mailed Subscriptions
and Service/Office Copies - 1,201
Total39,717

GUELPH RURAL DELIVERED

Area 1	 1,3
Area 2	 1,00
Area 3	 1,00
Area 4	 5
Area 5	 1,12
Totals	 5,15

EMC RURAL DELIVERY

Fergus	 5,10
Arthur	 1,4
Elora	 2,8
Rockwood	 1,9
Totals	 11,3

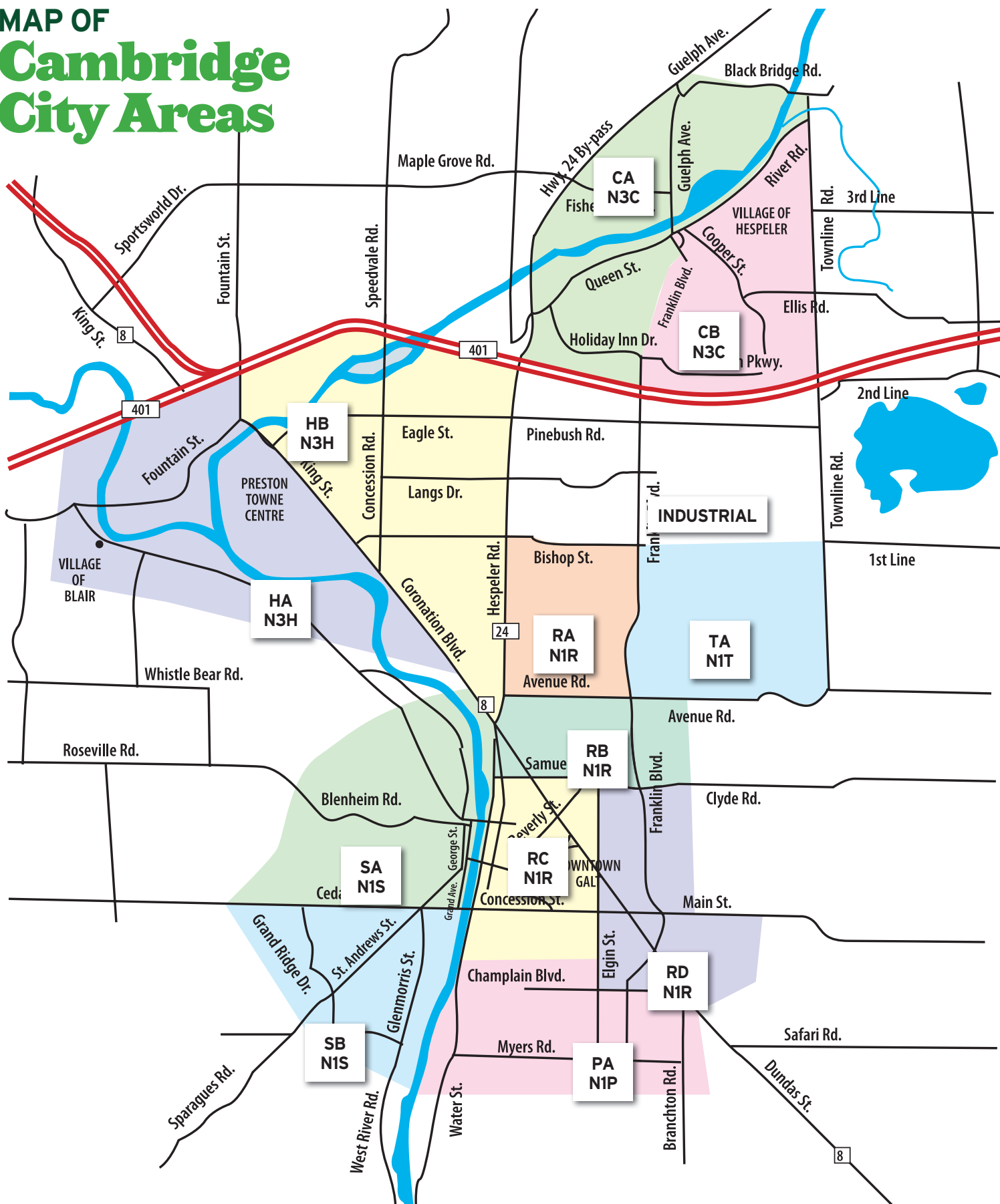
Total Rural

Area 1.....	1,377
Area 2.....	1,000
Area 3.....	1,005
Area 4.....	593
Area 5.....	1,129
Totals.....	5,154

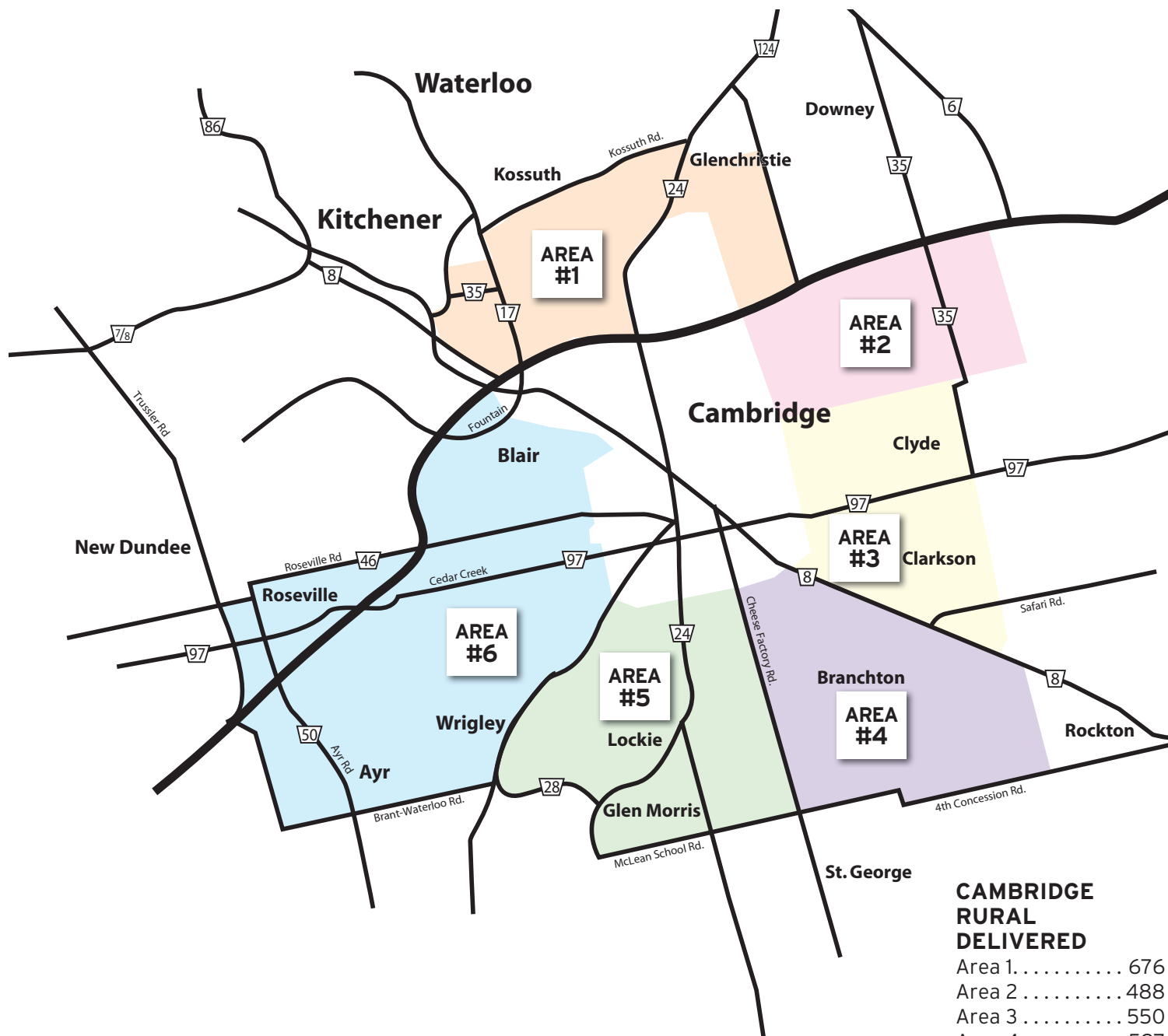
Fergus.....	5,108
Arthur.....	1,461
Elora.....	2,862
Rockwood.....	1,910
Totals.....	11,341

**Total Rural
Distribution . . 16,495**

MAP OF Cambridge City Areas



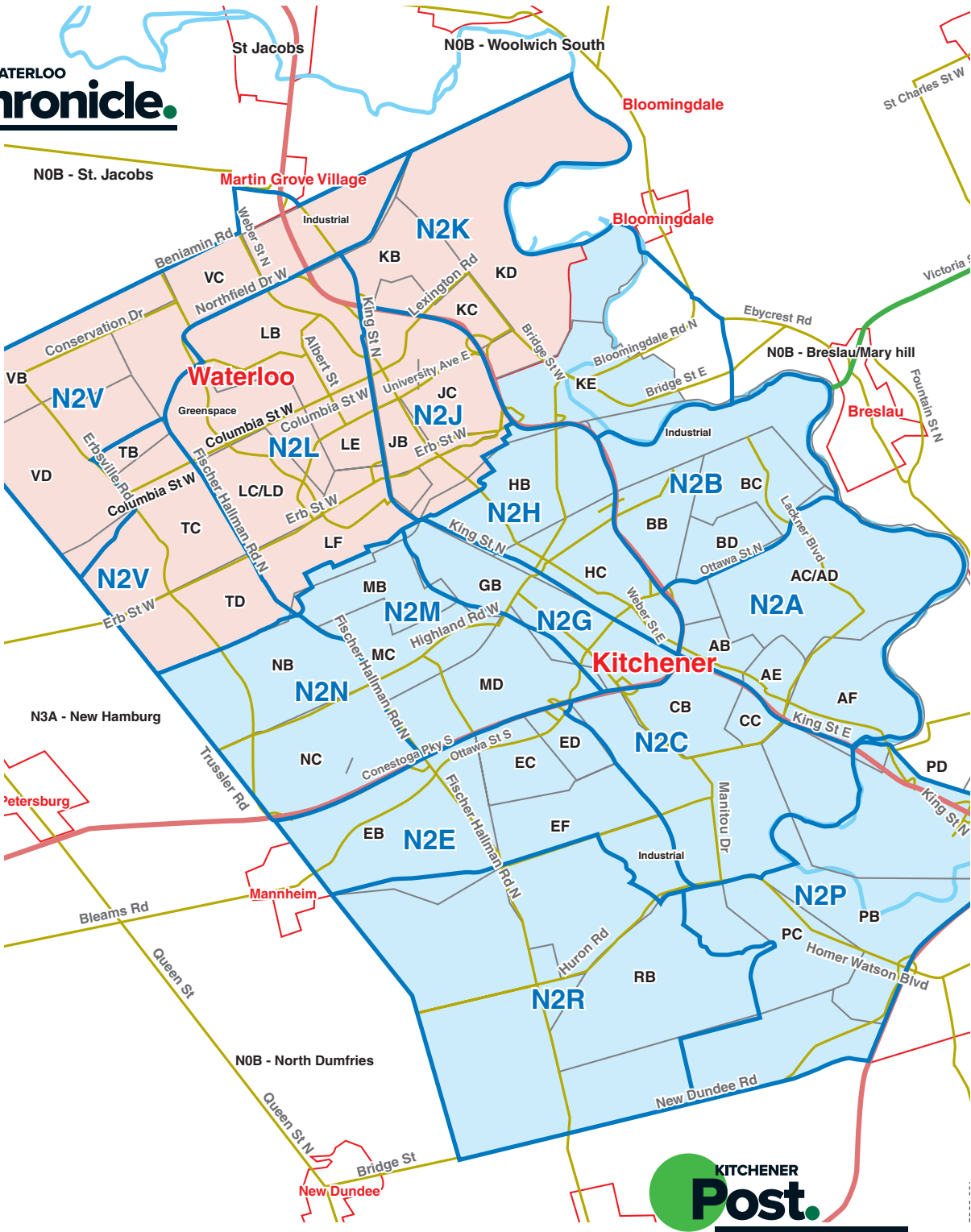
MAP OF Cambridge Rural Areas



CAMBRIDGE RURAL DELIVERED

Area 1.....	676
Area 2.....	488
Area 3.....	550
Area 4.....	597
Area 5.....	758
Area 6.....	729
AYR.....	1,519
Total.....	5,317

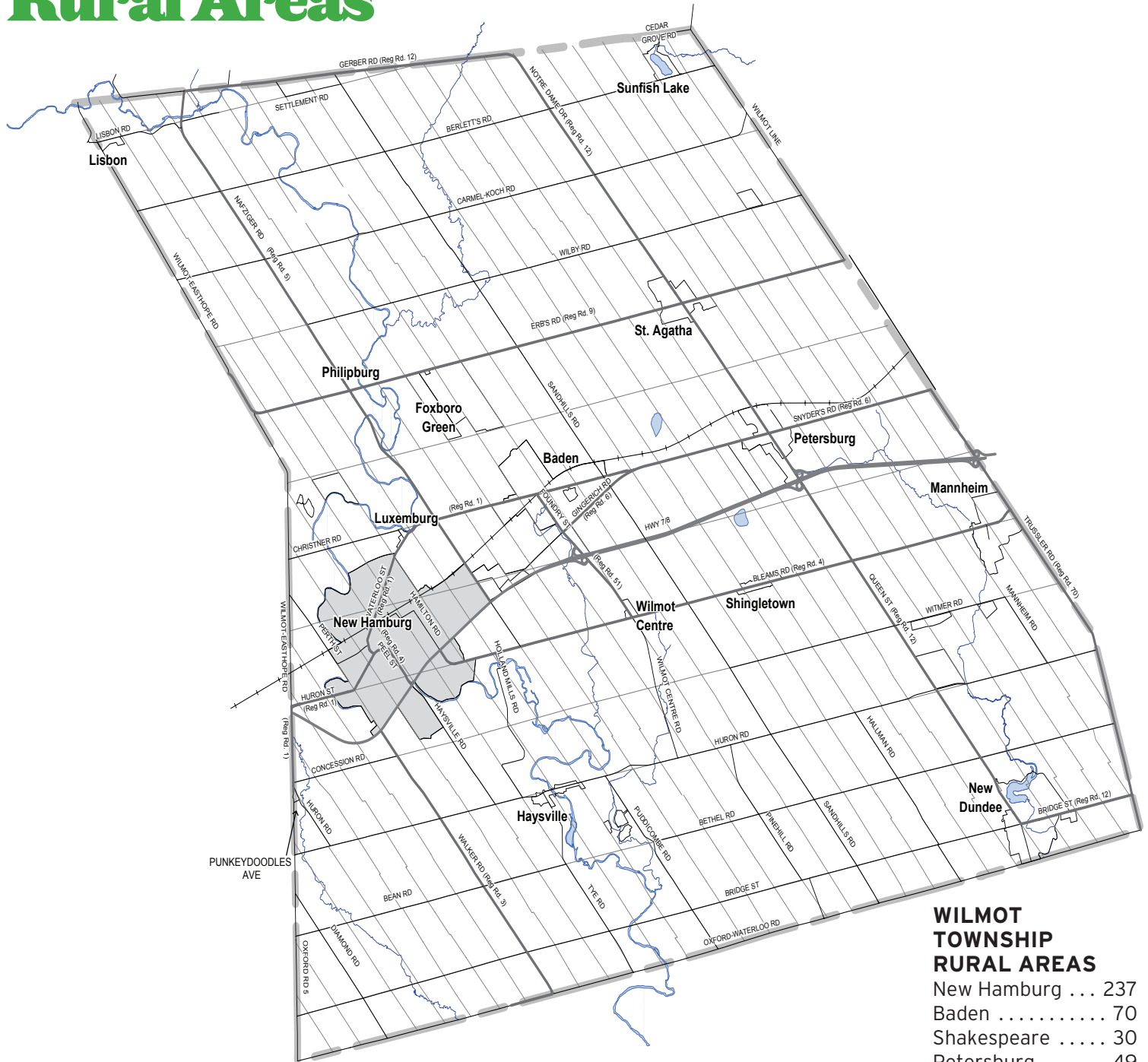
MAP OF Kitchener & Waterloo City Areas



MAP OF New Hamburg & Baden



MAP OF Wilmot Township Rural Areas



WILMOT TOWNSHIP RURAL AREAS

New Hamburg	237
Baden	70
Shakespeare	30
Petersburg	49
Plattsville	20
Bright	18
St. Agatha	34
New Dundee	47
Tavistock	68
Wellesley	116
Totals	858

Production Contact Information

E-MAIL INFORMATION

Fairwayproduction@torstar.ca

FAX

519-623-9155

INSTRUCTIONS FOR SENDING ADS ON FTP (Macintosh Compatible)

WATERLOO CHRONICLE FTP SITE:

HOST: ftp.waterloochronicle.ca
USER ID: wcads
PASSWORD: adsend

KITCHENER POST FTP SITE:

HOST: ftp.kitchenerpost.ca
USER ID: Kpftp
PASSWORD: kpftpK1

PLEASE EMAIL US ONCE THE MATERIAL HAS BEEN SENT

Mechanical Requirements

MEDIA

CD, DVD, USB Memory Stick

PROGRAMS USED

Adobe Creative Suite 3

Please make sure the document is COMPRESSED (Stuffit or Zip)

If you are using a higher version of InDesign, be sure to include an INX file.

IMAGES & LOGOS

jpg - psd (photoshop) - tiff or eps files

300 dpi if possible

NO Microsoft Word, Powerpoint or Corel Wordperfect files

FINISHED WORK

PDF only please, high resolution

Ad Material Deadlines

GUELPH MERCURY TRIBUNE

Tuesday - Friday by 3:00 pm

Thursday - Tuesday by 3:00 pm

CAMBRIDGE TIMES

Tuesday - Friday by 3:00 pm

Thursday - Tuesday by 3:00 pm

WATERLOO CHRONICLE

Thursday - Monday by 3:00 pm

KITCHENER POST

Thursday - Monday by 3:00 pm

NEW HAMBURG INDEPENDENT

Wednesday - Friday by 3:00 pm