



START YOUR JOURNEY INTO

SIDEROADS

OF DUFFERIN COUNTY

media planner 2015

Welcome to the Newly Designed 2015 Sideroads of Dufferin County!

publishing dates in 2015

spring

Published: April 14, 2015
(Booking Deadline Mar. 23)

summer

Published: June 16, 2015
(Booking Deadline May 18)

fall

Published: September 15, 2015
(Booking Deadline Aug. 17)

winter

Published: November 17, 2015
(Booking Deadline Oct. 19)

Contact your sales representative
at 519.941.1350 for more
information about Sideroads

advertising rates

All prices include process colour	1x	2x	3x	4x
Full Page price (\$)	1785	1700	1605	1515
Half Page price (\$)	1010	965	910	870
(Hor./Vert. sizes)				
Quarter Page price (\$)	590	565	535	510
(Hor./Vert. sizes)				
Eighth Page price (\$)	355	340	320	305
Sixteenth Page price (\$)	235	225	215	205
Back Page price (\$)	2260	2155	2040	1920
Inside Front/Back price (\$)	2085	1985	1880	1775
Sideroads Directory	65 (single)	115 (double)		

*Special Features - please contact your sales rep to information on features

Multi-Buy: Sideroads of Dufferin & Caledon/Halton Hills 2015

All prices include process colour	1x	2x	3x	4x
Full Page price (\$)	2,678	2,550	2,408	2,273
Half Page price (\$)	1,515	1,448	1,365	1,305
(Hor./Vert. sizes)				
Quarter Page price (\$)	885	848	803	765
(Hor./Vert. sizes)				
Eighth Page price (\$)	533	510	480	458

distribution breakdown

SIDEROADS OF DUFFERIN COUNTY IS DISTRIBUTED TO LOCAL HOMES IN
Orangeville 13,017 • Shelburne 3,130 • Grand Valley 738 • Alton 364 • Other 751
FOR A TOTAL OF 18,000 HOMES

advertising specifications

STANDARD UNIT SIZES

FULL PAGE	8.125" x 10.875"	(trim size)
FULL PAGE	8.625" x 11.375"	(bleed size)
FULL PAGE	7.125" x 9.875"	(safe image)
1/2 PAGE	7.125" x 4.875"	(horizontal)
1/2 PAGE	3.465" x 9.875"	(vertical)
1/4 PAGE	7.125" x 2.35"	(horizontal)
1/4 PAGE	3.465" x 4.875"	(vertical)
1/8 PAGE	1.65" x 4.875"	(vertical)
1/16 PAGE	1.65" x 2.35"	(vertical)

* FOR SPECIAL FEATURE SIZING, PLEASE ASK YOUR SALES REP

mechanicals

PREFERRED FILE FORMAT High resolution PDF

ACCEPTABLE FILE FORMAT (MAC)

InDesign, Photoshop or Illustrator.
Include all images, MAC fonts and colour proof.

RESOLUTION AND FORMATS 300 dpi; CMYK;
INDD, TIFF or EPS.

TRANSPORT MEDIA CD, DVD or FTP

FTP SITE HOST: ftp.metroland.com

USER ID: adbank

PASSWORD: csl (that's "l" as in "light")

INITIAL DIRECTORY: ORANGEVILLE

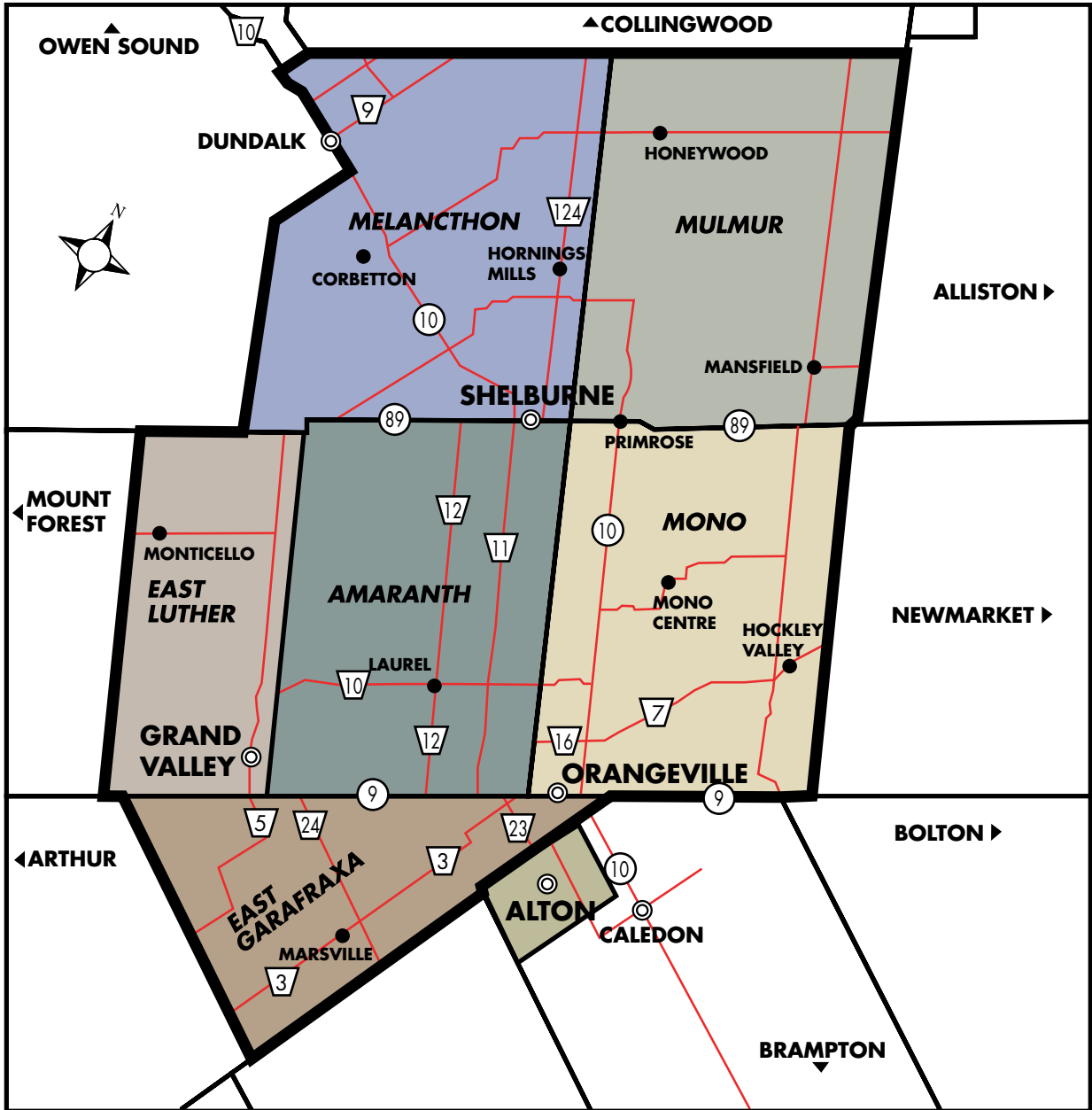
SUB-DIRECTORY: Sideroads



Sideroads magazine focuses on the beauty of country life. The publication features stories on our local history, community members, events, outdoor activities and much more. New in 2015, Sideroads will be adding regular features on golf in the region, DIY and crafting, day trip destinations and culinary adventures.

This high-quality magazine targets the people who matter the most, your customers. Your advertising message has the opportunity to reach 55,000 homes, as well as local businesses, through all three area Sideroads publications (Dufferin County, Caledon & King and Halton Hills).

Published each season, Sideroads stays in readers homes until the next one arrives, ensuring excellent value for your advertising dollar.



Contact your sales representative at 519.941.1350
to start your journey into Sideroads

The Orangeville
Banner
ORANGEVILLE & AREA'S TWICE WEEKLY COMMUNITY NEWSPAPER SINCE 1893

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