

❖ Over 765,000 people make the Hamilton CMA the nation's 9th largest Census Metropolitan Area. This marketplace is comprised of 675,000 12+ and 302,000 households.

❖ As the most read newspaper in this market, The Hamilton Spectator reaches 283,000 daily; 285,000 on Saturday and over a one-week period 410,000 12+.

### (Print / Digital)

❖ Improve your market share by reaching viewers online with advertising combination opportunities with the most trusted online news and information resource, thespec.com. We also offer custom digital and print publishing solutions and can create a marketing campaign to suit your needs.

Sources: Vividata Q2 2016; Environics 2015



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Director of Advertising:  
Len Offless  
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# Retail Rates 2017

Your Contract	Spectator Mon-Fri	Spectator Saturday
Flat Rate	\$6.05	\$7.16
\$2,500	\$5.20	\$6.15
\$5,000	\$4.96	\$5.86
\$10,000	\$4.31	\$5.10
\$20,000	\$4.12	\$4.88
\$25,000	\$4.07	\$4.82
\$35,000	\$3.93	\$4.64
\$50,000	\$3.81	\$4.52
\$75,000	\$3.80	\$4.50
\$100,000	\$3.88	\$4.49
\$125,000	\$3.77	\$4.46
\$150,000	\$3.75	\$4.44
\$200,000	\$3.71	\$4.42
\$250,000	\$3.70	\$4.41
\$350,000	\$3.60	\$4.26
\$500,000	\$3.57	\$4.12
\$1,000,000	\$3.41	\$4.06
\$1,500,000	\$3.36	\$4.01
\$2,000,000	\$3.30	\$3.92

Colour: Full Page 25%  
1/2 Page or larger 30%  
Less than 1/2 Page 35% \* All net rates quoted

Maximize your Impact with the Power of a Multi-Media Blend with thespec.com!

**Audience Reach**  
Avg. Page Views Per Month: 7.2 Million

Unique Visitors: 1.5 Million Per Month (Avg.)



Source: Omniture 2016

## Special Banner Positioning Opportunities

	1 time	**6 times	**13 times	**26 times	**52 times
<b>Front Page 30x10</b>					
Mon to Fri	\$4,950	\$3,860	\$2,930	\$2,300	\$1,900
Saturday	\$5,840	\$4,560	\$3,470	\$2,700	\$2,230
<b>Section Front 40x10 - GO, SPORTS</b>					
Mon to Fri	\$3,555	\$3,075	\$2,175	\$1,835	\$1,525
Saturday	\$4,195	\$3,775	\$2,665	\$2,155	\$1,825
<b>Page 3 Banner 40x10 - A3, GO</b>					
Mon to Fri	\$3,025	\$2,615	\$1,955	\$1,555	\$1,305
Saturday	\$3,575	\$3,215	\$2,275	\$1,855	\$1,545

all charges include full colour \*\* with signed frequency contract

**Flyer Distribution, TMC and Zoning**  
Total Market Coverage (TMC) in the Hamilton CMA, or zoned distribution is available. Rates and coverage areas available upon request.

## Mechanical Requirements

Full Page: 10.5" width x 21.929" depth  
1 col: 0.9" • 3 col: 3.033" • 5 col: 5.167" • 7 col: 7.3"  
2 col: 1.967" • 4 col: 4.1" • 6 col: 6.233" • 8 col: 8.367" • 10 col: 10.5"

Extend your market coverage with the **COMMUNITY WRAP**  
Delivered to over 170,000 households every Thursday.