

❖ Over 765,000 people make the Hamilton CMA the nation's 9th largest Census Metropolitan Area. This marketplace is comprised of 616,000 adults 18+ and 309,756 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



44 Frid Street, Hamilton, ON L8N 3G3

905-526-3438

Toll free: 1-800-263-6902

Director of Advertising:
Len Offless

loffless@thespec.com

(905) 526-3545

National Rates 2017

Your Contract	Spectator Mon-Fri	Spectator Saturday
Flat Rate	\$7.29	\$8.62
\$2,500	\$6.27	\$7.41
\$5,000	\$5.99	\$7.07
\$10,000	\$5.21	\$6.15
\$20,000	\$4.98	\$5.89
\$25,000	\$4.92	\$5.82
\$35,000	\$4.75	\$5.60
\$50,000	\$4.61	\$5.46
\$75,000	\$4.60	\$5.44
\$100,000	\$4.58	\$5.42
\$125,000	\$4.56	\$5.39
\$150,000	\$4.54	\$5.36
\$200,000	\$4.48	\$5.34
\$250,000	\$4.47	\$5.33
\$350,000	\$4.35	\$5.15
\$500,000	\$4.20	\$4.98
\$1,000,000	\$4.13	\$4.91
\$1,500,000	\$4.07	\$4.85
\$2,000,000	\$4.00	\$4.74

Colour: Full Page 25%
1/2 Page or larger 30%
Less than 1/2 Page 35%

* All gross 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
Front Page 30x10					
Mon to Fri	\$6,000	\$4,694	\$3,576	\$2,824	\$2,341
Saturday	\$7,071	\$5,529	\$4,224	\$3,306	\$2,741
Section Front 40x10 - GO, SPORTS					
Mon to Fri	\$4,306	\$3,729	\$2,647	\$2,247	\$1,871
Saturday	\$5,071	\$4,576	\$3,235	\$2,624	\$2,235
Go Page 3 Banner - A3, GO					
Mon to Fri	\$3,659	\$3,165	\$2,271	\$1,894	\$1,600
Saturday	\$4,318	\$3,882	\$2,765	\$2,259	\$1,882

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.