

The Banner Serving Aurora **THE ERA**

Advertising Rates

The Newmarket Era

The Newmarket Era has been the voice of the town since 1853. In that time, it has kept residents up to date on what matters most to them. It has told the stories of the residents of this town who make it such an amazing place to live, work and play.

The Aurora Banner

Community Matters. The Aurora Banner has chronicled the history of the town for nearly 150 years. That tradition of being your No.1 source for the news that impacts Aurora is important to our entire staff. We consider it our privilege to be your source for information. Your community matters to us.

Our award-winning team of reporters, photographers and editors bring the faces of our town and the stories behind them to life on the pages of our newspaper and website, which includes the breaking news you need to know to make the most of your day. We're proud to celebrate our community, its people and the events that bring us all together. If you want to know what's happening in your community – education, local government, the environment, growth and justice – your source is The Aurora Banner and The Era. We're connected to your community.

Your **Best Source**
for Local Advertising

Our Sales Team has over
500 combined years of experience
to serve your needs

**VOTED the 3rd BEST
COMMUNITY NEWSPAPER
in NORTH AMERICA**



Our local
papers include:

The Banner Serving Aurora **THE ERA**
GEORGINA
TOPIC ADVOCATE KingConnection

A Division of  metrolandmedia

The Judge's Comments:

Terrific display of colour photography to illustrate community life. Plenty of people stories, not just government or institution coverage, makes this balanced package.

In the LMA's words, the Newspaper of the Year Contest recognizes a thoughtfully developed style of presentation through editorial content, typography and advertising. This contest addresses just about everything: from headline writing and editorial layout to retail ad copy and news photography.

This award marks the Era/Banner's 3rd Newspaper of the Year honour; 1st place in both 2003 and 2008.

Thursday Broadsheet

Newmarket ERA & Aurora BANNER Thursday Broadsheet Rates • 51,720 circ.

51,720	Tabloid	Tabloid	Tabloid	Tabloid	Tabloid	Tabloid	Tabloid	Tabloid	Tabloid	Tabloid	Tabloid
yearly frequency	1/32 pg	1/16 pg	1/12 pg	1/ 8pg	basebar	1/6 pg	1/4 pg	3/8 pg	1/2 pg	3/4 pg	full pg
1 time	\$182	\$346	\$456	\$659	\$757	\$836	\$1,142	\$1,558	\$1,889	\$2,578	\$3,125
3 times	\$158	\$301	\$396	\$573	\$659	\$727	\$993	\$1,355	\$1,643	\$2,242	\$2,718
7 times	\$128	\$244	\$321	\$464	\$534	\$589	\$823	\$1,150	\$1,426	\$1,992	\$2,471
12 times	\$119	\$227	\$299	\$432	\$497	\$548	\$766	\$1,070	\$1,327	\$1,853	\$2,298
51,720	B/S	B/S	B/S	B/S	B/S	B/S	B/S				
yearly frequency	1/8 pg	1/6 pg	1/5 pg	1/4 pg	1/2 pg	3/4 pg	full pg				
1 time	\$974	\$1,237	\$1,473	\$1,613	\$2,806	\$3,830	\$4,643				
3 times	\$847	\$1,076	\$1,281	\$1,403	\$2,440	\$3,331	\$4,037				
7 times	\$719	\$913	\$1,087	\$1,218	\$2,119	\$2,959	\$3,670				
12 times	\$669	\$849	\$1,011	\$1,133	\$1,971	\$2,753	\$3,414				

Colour Rates

full page	\$250
1/2 page or larger	\$175
under 1/2 page	\$125
spot colour	\$80

Zoned Broadsheet Rates

Broadsheet • Aurora • 17,400 circ.

17,400	B/S	B/S	B/S	B/S	B/S	B/S	B/S
yearly frequency	1/8 pg	1/6 pg	1/5 pg	1/4 pg	1/2 pg	3/4 pg	full pg
1 time	\$443	\$565	\$670	\$773	\$1,275	\$1,733	\$2,107
3 times	\$386	\$495	\$583	\$675	\$1,095	\$1,508	\$1,836
7 times	\$311	\$400	\$477	\$555	\$960	\$1,328	\$1,686
12 times	\$289	\$370	\$446	\$518	\$885	\$1,238	\$1,565

Broadsheet • Newmarket • 34,320 circ.

34,320	B/S	B/S	B/S	B/S	B/S	B/S	B/S
yearly frequency	1/8 pg	1/6 pg	1/5 pg	1/4 pg	1/2 pg	3/4 pg	full pg
1 time	\$701	\$900	\$1,060	\$1,230	\$2,010	\$2,745	\$3,371
3 times	\$611	\$785	\$930	\$1,073	\$1,755	\$2,385	\$2,920
7 times	\$495	\$635	\$756	\$885	\$1,515	\$2,115	\$2,649
12 times	\$461	\$590	\$707	\$825	\$1,410	\$1,958	\$2,468

“It’s You” Community Section

Aurora BANNER Tabloid Rates • 17,400 circ.

17,400	Tabloid	Tabloid	Tabloid	Tabloid	Tabloid	Tabloid	Tabloid	Tabloid	Tabloid	Tabloid	Tabloid
yearly frequency	1/32 pg	1/16 pg	1/12 pg	1/8 pg	basebar	1/6 pg	1/4 pg	3/8 pg	1/2 pg	3/4 pg	full pg
1 time	\$72	\$136	\$179	\$259	\$298	\$329	\$450	\$614	\$744	\$1,016	\$1,231
3 times	\$62	\$118	\$156	\$226	\$259	\$286	\$391	\$534	\$647	\$883	\$1,070
7 times	\$52	\$96	\$126	\$183	\$210	\$232	\$324	\$453	\$562	\$785	\$973
12 times	\$47	\$89	\$118	\$170	\$196	\$216	\$302	\$421	\$522	\$730	\$905

Newmarket ERA Tabloid Rates • 34,320 circ.

34,320	Tabloid	Tabloid	Tabloid	Tabloid	Tabloid	Tabloid	Tabloid	Tabloid	Tabloid	Tabloid	Tabloid
yearly frequency	1/32 pg	1/16 pg	1/12 pg	1/8 pg	basebar	1/6 pg	1/4 pg	3/8 pg	1/2 pg	3/4 pg	full pg
1 time	\$113	\$216	\$285	\$412	\$473	\$523	\$714	\$974	\$1,181	\$1,612	\$1,954
3 times	\$99	\$188	\$248	\$358	\$412	\$455	\$621	\$847	\$1,027	\$1,402	\$1,699
7 times	\$80	\$152	\$201	\$290	\$334	\$368	\$515	\$719	\$891	\$1,245	\$1,544
12 times	\$74	\$142	\$187	\$270	\$310	\$343	\$479	\$669	\$829	\$1,158	\$1,437

Thursday Newspapers

King CONNECTION Thursday Tabloid Rates • 8,440 circ.

8,440	Tabloid	Tabloid	Tabloid	Tabloid	Tabloid	Tabloid	Tabloid	Tabloid	Tabloid	Tabloid	Tabloid
yearly frequency	1/32 pg	1/16 pg	1/8 pg	basebar	1/6 pg	1/4 pg	3/8 pg	1/2 pg	3/4 pg	full pg	
1 time	\$38	\$73	\$139	\$173	\$176	\$252	\$360	\$458	\$654	\$831	
3 times	\$35	\$66	\$126	\$158	\$160	\$229	\$328	\$416	\$595	\$755	
7 times	\$32	\$60	\$115	\$143	\$146	\$208	\$298	\$378	\$541	\$687	
12 times	\$30	\$57	\$109	\$137	\$139	\$198	\$284	\$360	\$515	\$654	

Bradford TOPIC Thursday Tabloid Rates • 10,350 circ.

10,350	Tabloid	Tabloid	Tabloid	Tabloid	Tabloid	Tabloid	Tabloid	Tabloid	Tabloid	Tabloid	Tabloid
yearly frequency	1/32 pg	1/16 pg	1/12 pg	1/8 pg	basebar	1/6 pg	1/4 pg	3/8 pg	1/2 pg	3/4 pg	full pg
1 time	\$53	\$102	\$134	\$194	\$223	\$246	\$336	\$459	\$556	\$760	\$921
3 times	\$47	\$89	\$117	\$169	\$194	\$214	\$292	\$399	\$484	\$661	\$801
7 times	\$38	\$72	\$95	\$137	\$157	\$174	\$243	\$339	\$420	\$587	\$728
12 times	\$35	\$67	\$88	\$127	\$146	\$162	\$226	\$315	\$391	\$546	\$677

Georgina ADVOCATE Thursday Tabloid Rates • 17,900 circ.

17,900	Tabloid	Tabloid	Tabloid	Tabloid	Tabloid	Tabloid	Tabloid	Tabloid	Tabloid	Tabloid	Tabloid
yearly frequency	1/32 pg	1/16 pg	1/12 pg	1/8 pg	basebar	1/6 pg	1/4 pg	3/8 pg	1/2 pg	3/4 pg	full pg
1 time	\$76	\$145	\$191	\$276	\$317	\$350	\$478	\$652	\$790	\$1,079	\$1,308
3 times	\$66	\$126	\$166	\$240	\$276	\$304	\$415	\$567	\$687	\$938	\$1,137
7 times	\$54	\$102	\$134	\$194	\$223	\$247	\$344	\$481	\$597	\$834	\$1,034
12 times	\$50	\$95	\$125	\$181	\$208	\$229	\$320	\$448	\$555	\$775	\$962

Deadlines:

THE BANNER AND THE ERA

Thursday Edition: Noon Tuesday

Ad Materials Tuesday by 5pm

Sunday Edition: Noon Thursday

Ad Materials Thursday by 5pm

GEORGINA ADVOCATE

Thursday Edition: Noon Tuesday

Ad Materials Tuesday by 5pm

TOPIC

Thursday Edition: 10am Tuesday

Ad Materials Tuesday by 5pm

KING CONNECTION

Thursday Edition: 5pm Monday

Ad Materials Tuesday by 12 noon

Ask your Sales Rep about these

Great Products

- Flyer Jackets • Post It Notes
- Wagjag • Magazines
- In Your Neighbourhood
- Yorkregion.com

For more information
please contact
your advertising
representative today

THE ERA

905-853-8888 Fax: 905-853-4626
580B Steven Court • Newmarket ON L3Y 4X1

The Banner

905-727-0819 Fax: 905-727-2902
250 Industrial Pkwy N. • Aurora ON L4G 4C3

Sunday Newspapers

Newmarket ERA & Aurora BANNER Sunday Tabloid Rates • 70,087 circ.

70,087	Tabloid	Tabloid	Tabloid	Tabloid	Tabloid	Tabloid	Tabloid	Tabloid	Tabloid	Tabloid	Tabloid
yearly frequency	1/32 pg	1/16 pg	1/12 pg	1/8 pg	basebar	1/6 pg	1/4 pg	3/8 pg	1/2 pg	3/4 pg	full pg
1 time	\$182	\$346	\$456	\$659	\$757	\$836	\$1,142	\$1,558	\$1,889	\$2,578	\$3,125
3 times	\$158	\$301	\$396	\$573	\$659	\$727	\$993	\$1,355	\$1,643	\$2,242	\$2,718
7 times	\$128	\$244	\$321	\$464	\$534	\$589	\$823	\$1,150	\$1,426	\$1,992	\$2,471
12 times	\$119	\$227	\$299	\$432	\$497	\$548	\$766	\$1,070	\$1,327	\$1,853	\$2,298

