

Recruitment and Classified Advertising Rate Card



May 2014

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METROLAND MEDIA GROUP LTD.

AJAX/PICKERING - HAMILTON COMMUNITY

METROLAND NEWSPAPERS	EDITIONS	FORMAT	PRESS RUNS	1 DAY	2 DAYS	3 DAYS	DEADLINES, CONDITIONS AND NOTES
Ajax/ Pickering News Advertiser	Wed Thurs	Tab Tab	54,400 54,400	3.86	1.96		Deadline: 2 Business Days prior to publication
Alliston Herald (Modular ad sizes only)	Thurs	Tab	22,500	1.45	1.20		Deadline: 2 Business Days prior to publication
Almaguin News	Thurs	Tab	4,600	0.75			Deadline: 3 Business Days prior to publication
Ancaster News/Dundas Star	Thurs	Tab	30,879	1.25			Deadline: 3 Business Days prior to publication
Arthur Enterprise News	Fri	Tab	1,000	0.61			Deadline: 3 Business Days prior to publication
Barrie Advance/Innisfil/Journal (Modular ad sizes only)	Thurs	Tab	63,800	2.95	2.33		Deadline: 2 Business Days prior to publication
Bracebridge Examiner/ Gravenhurst Banner	Thurs	Tab	14,341	1.40			Deadline: 3 Business Days prior to publication
Bradford Topic	Thurs	Tab	10,700	1.00			Deadline: 2 Business Days prior to publication - Material & Booking **Process Color add 25%, Spot add 15%, up to \$350
Brampton Guardian/ Mississauga News	Wed Thurs Fri	Tab Tab Tab	240,500 278,500 240,500	7.35	6.82	5.76	Deadline: 2 Business Days prior to publication. Conditions: Mississauga News is a multiple market buy with Brampton Guardian, ad will also appear in the Thurs. Apt. Edition (deadline: 2 days prior for the same week). Add the Mississauga Booster for an additional \$1.17/line (Deadline: 4 Days Prior to publication). Add a 15% premium for Basebar ads
Brampton Area - South Asian Focus	Thurs	Tab	28,200	1.15			Deadline: 3 Business Days prior to publication, material & booking
Brant News	Thurs	Tab	49,003	1.25			Deadline: 3 Business Days prior to publication
Brock Citizen This Week	Thurs	Tab	5,639	0.97	0.91	0.86	Deadline: 3 Business days prior to publication
Burlington Post / Oakville Beaver / Milton Canadian Champion / Flamborough Review	Wed Thurs Fri	Tab Tab Tab	102,780 155,950 102,780	8.01	5.90	4.51	Deadline: 2 Business Days prior to publication. Note: Package must be booked by Monday 12pm to include the Flamborough Review for the same week. Combination Package with Oakville Beaver, Milton Canadian Champion and Flamborough Review. Deadline: Publication. Min. size 2 col. X 20 lines. Oakville Beaver is distributed Wed, Thurs, Fri.
Bloor West Villager/ Parkdale Liberty Villager	Thurs	Tab	58,390	2.35			Deadline: 3 Business Days prior to publication, material & booking **Process Color add 25%, Spot add 15%, up to \$350
Caledon Enterprise	Tues Thurs	Tab Tab	14,685 16,785	2.16 2.52	1.40		Deadline: 3 Business Days prior to publication
Cambridge Times	Tues Thurs Fri	Tab Tab Tab	43,514 48,693 43,514	1.25	1.23	1.20	Deadline: 3 Business Days prior to publication
City Centre Mirror	Thurs	Tab	47,100	2.35			Deadline: 2 Business Days prior to publication **Process Color add 25%, Spot add 15%, up to \$350
Clarington This Week	Wed	Tab	25,731	1.03			Deadline: 2 Business Days prior to publication
Collingwood Connection / Wasaga Sun / Stayner (Modular ad sizes only)	Thurs	Tab	11,500 12,500	1.45 0.60	2.05		Deadline: 3 Business Days prior to publication
Dundas Star / Ancaster News	Thurs	Tab	30,879	1.25			Deadline: 3 Business Days prior to publication
East York / N. Riverdale / Beach / S.Riverdale Mirrors	Thurs	Tab	57,500	2.35			Deadline: 3 Business Days Prior to publication **Process Color add 25%, Spot add 15%, up to \$350
Elmira Independent	Thurs	Tab	3,000	0.87			Deadline: 4 Business Days prior to publication
Erin Advocate	Wed	Tab	2,500	0.51			Deadline: 2 Business days prior to publication
Etobicoke Guardian	Thurs	Tab	70,400	5.00			Deadline: 2 Business Days prior to publication **Process Color add 25%, Spot add 15%, up to \$350
Exeter Times-Advocate / Weekender	Wed Thurs	Tab Tab	4,500 10,400	0.84			Deadline: 3 Business Days prior to publication, material & booking
Fergus-Elora News- Express	Wed	Tab	8,750	0.84			Deadline: 4 Business Days prior to publication, material & booking
Flamborough Review	Thurs	Tab	14,750	1.40			Deadline: 3 Business Days prior to publication, material & booking
Georgetown Acton Independent Free Press	Thurs	Tab	22,800	2.31	1.85		Deadline: 3 Business Days prior to publication
Georgina Advocate	Thurs	Tab	18,000	1.56			Deadline: 2 Business Days prior to publication **Process Color add 25%, Spot add 15%, up to \$350
Guelph Mercury	Mon-Fri Saturday	B/S B/S	12,453 12,600	1.70	1.53	1.42	Deadline: 2 Business Days prior to publication, booking & material
Guelph Tribune	Tues Thurs	Tab Tab	40,000 45,000	1.60	1.58		Deadline: 2 Business Days prior to publication, booking & material
Glanbrook Gazette / Grand River Sachem	Thurs	Tab	29,000	1.10			Deadline: 3 Business Days prior to publication
Gravenhurst Banner / Bracebridge Examiner	Thurs	Tab	14,341	1.40			Deadline: 4 Business Days prior to publication
Haldimand Sachem	Thurs	Tab	see Sachem Package				Deadline: 3 Business Days prior to publication
Hamilton Community Group of Newspapers: Hamilton Mountain, Stoney Creek, Ancaster, Dundas	Thurs	Tab	113,489	3.25			Deadline: 3 Business Days prior to publication

CAREERS / HELP WANTED / CLASSIFIED RATES

HAMILTON MOUNTAIN - OAKVILLE TODAY

METROLAND NEWSPAPERS	EDITIONS	FORMAT	PRESS RUNS	1 DAY	2 DAYS	3 DAYS	DEADLINES, CONDITIONS AND NOTES
Hamilton Mountain	Thurs	Tab	50,593	1.00			Deadline: 3 Business Days prior to publication
Hamilton Spectator	Mon-Fri - Daily Rate	B/S	103,267	7.35	6.70	6.21	Deadline: 2 Business Days prior to publication, booking & material
ADD \$100 to all recruitment bookings for Workopolis 15 day listing	Saturday	B/S	107,026				
Hamilton Community Group of papers Add On to The Hamilton Spectator	Thurs	Tab	113,489	2.93			Deadline: 3 Business Days prior to publication, booking & material
Hamilton Mountain News, Ancaster Star, Dundas Star and Stoney Creek News							
Huntsville Forester	Thurs	Tab	9,535	1.25			Deadline: 2 Business Days prior to publication, booking & material
Innisfil Journal / Barrie Advance (Modular ad sizes only)	Thurs	Tab	63,800	2.95			Deadline: 2 Business Days prior to publication
Kawartha Lakes This Week (Lindsay, Bobcaygeon/Fenelon Falls)	Thurs	Tab	29,980	1.27	1.13	1.00	Deadline: 3 Business Days prior to publication
King Connection	Thurs	Tab	8,300	1.00			Deadline: 3 Business Days prior to publication, booking & material
Kitchener Post	Fri	Tab	60,000	1.00			Deadline: 3 Business Days prior to publication
Kitchener/Waterloo Record **See Waterloo Region Record							
Listowel Banner	Wed	Tab	3,900	1.02	0.57		Deadline: 3 Business Days prior to publication
Listowel Independent Plus (Weekend)	Thurs	Tab	24,500				
London Community News	Thurs	Tab	128,000	2.45	2.18	2.05	Deadline: 3 Business Days prior to publication
Markham Economist & Sun/ Stouffville Tribune	Thurs	Tab	86,500	3.50	2.99		Deadline: 2 Business Days prior to publication **Process Color add 25%, Spot add 15%, up to \$350
Meaford Express & Thornbury Herald / Blue Mountain Courier (Modular ad sizes only)	Wed	Tab	4,200	0.80			Deadline: 4 Business days prior to publication
Midland / Penetanguishene Mirror	Thurs	Tab	20,500	1.45	1.20		Deadline: 2 Business days prior to publication
Milton Canadian Champion	Thurs	Tab	27,200	2.00			Deadline: 2 Business days prior to publication
Minto Express	Wed	Tab	1,500	0.66			Deadline: 3 Business Days prior to publication
Mississauga News / Brampton Guardian	Wed	Tab	240,500				Deadline: 2 business days prior to publication.
	Thurs	Tab	278,500	7.35	6.82	5.76	Conditions: Mississauga News is a multiple market buy with Brampton Guardian, ad will also appear in the Thurs. Apt. Edition (deadline: Wed 2 p.m. for the same week). Add the Mississauga Booster for an additional \$1.17/line (Deadline: 4 p.m. previous Friday) NEW: Must add a 15% premium for Basebar ads
	Fri	Tab	240,500				
Mount Forest Confederate	Wed	Tab	2,700	0.79			Deadline: 3 Business Days prior to publication
Muskoka Weekender (Muskoka District)	Thurs	Tab	27,000	2.05			Deadline: 3 Business Days prior to publication
MUSKOKA AREA							
Almaguin News - PAID	Thurs	Tab	4,600	0.75			Deadline: 3 Business Days prior to publication
Bracebridge Examiner/Gravenhurst Banner	Thurs	Tab	14,341	1.40			
Gravenhurst Banner/Bracebridge Examiner	Thurs	Tab	14,341	1.40			
Huntsville Forester	Thurs	Tab	9,535	1.25			
Muskoka Weekender (Muskoka District)	Thurs	Tab	26,734	2.05			
Parry Sound Beacon Star	Fri	Tab	8,500	2.02			
Parry Sound North Star	Wed	B/S	5,400	1.05	0.95		
New Hamburg Independent	Wed	Tab	3,400	1.00			Deadline: 4 Business Days prior to publication
Newmarket Banner / Aurora Era / Georgina	Thurs Sun	B/S Tab	45,700 71,387	3.50	2.99		Deadline: 2 Business Day prior to publication **Process Color add 25%, Spot add 15%, up to \$350
NIAGARA THIS WEEK							
Niagara Falls, Grimsby, Lincoln, West Lincoln, Port Colborne, St. Catharine's	Wed	Tab	94,350	2.75			Deadline: 3 Business Days prior to publication Niagara papers are now a Short Tab - Full page size is 10 x 147
Niagara This Week (Full Mkt) - & *Fort Erie Post/Shopper	Thurs	Tab	169,300	3.05	2.08		
Niagara Grimsby Lincoln News	Wed	Tab	21,500	1.20			Deadline: 4 Business Days prior to publication
North Bay Nipissing News	Thurs	Tab	34,222	2.02			Deadline: 3 Business Days prior to publication
North York Mirror	Thurs	Tab	97,300	6.50			Deadline: 2 Business Days prior to publication **Process Color add 25%, Spot add 15%, up to \$350
Northumberland News	Thurs Fri	Tab Tab	22,800 16,500	1.03	0.78		Deadline: 2 Business days prior to publication
Norfolk News	Thurs	Tab	26,000	1.25			Deadline: 3 Business Days prior to publication
Oakville Beaver / Burlington Post, Milton Canadian Champion, Flamborough Review	Wed	Tab	102,780				Deadline: 2 Business Days prior to publication. Note: Package must be booked by Monday 12pm to include the Flamborough Review for the same week. Combination Package with Oakville Beaver, Milton Canadian Champion and Flamborough Review. Deadline: Publication. Min. size 2 col. x 20 lines. Oakville Beaver is distributed Wed, Thurs, Fri. Include Niagara This Week for a special line rate \$8.10/day
	Thurs	Tab	155,950	8.01	5.90	4.51	
	Fri	Tab	102,780				

CAREERS / HELP WANTED / CLASSIFIED RATES

ORANGEVILLE - YORK

METROLAND NEWSPAPERS	EDITIONS	FORMAT	PRESS RUNS	1 DAY	2 DAYS	3 DAYS	DEADLINES, CONDITIONS AND NOTES
Orangeville Banner	Tues/Thurs	Tab	23,500	1.90			Deadline: 2 Business Days prior to publication
Orillia Today	Thurs	Tab	23,800	1.45	1.20		Deadline: 2 Business Days prior to publication
Oshawa / Whitby / Clarington This Week	Wed	Tab	107,250				Deadline: 2 Business Days prior to publication
Oshawa / Whitby / Clarington This Week	Thurs	Tab	107,250	5.04	3.91	3.60	
Oshawa / Whitby This Week	Fri	Tab	79,804				
OTTAWA AREA							Deadline: 7 Business Days prior to publication
Ottawa South/West, Nepean/Barrhaven	Thurs	Tab	129,301	2.78			
Orleans News, Ottawa East News	Thurs	Tab	89,547	1.85			
Amprior Chronicle Guide, Renfrew Mercury	Thurs	Tab	23,910	1.50			
Belleville News, Trent Hills Regional News, Central Hastings, Quinte West	Thurs	Tab	71,280	1.38			
Kanata Courier, Stittsville News, West Carleton Review	Thurs	Tab	48,705	2.63			
Kingston Heritage, Frontenac Gazette	Thurs	Tab	54,388	1.00			
Manotick News	Thurs	Tab	11,125	0.64			
Smith Falls Record News, Perth Courier, Kemptville Advance, Almonte Canadian Gazette	Thurs	Tab	47,116	1.64			
Parry Sound Beacon Star	Fri	Tab	8,500	2.02			Deadline: 3 Business Days prior to publication
Parry Sound North Star	Wed	B/S	5,400	1.05			Deadline: 3 Business Days prior to publication
Peterborough This Week	Wed Fri	Tab Tab	45,828 45,328	1.94	1.61	1.43	Deadline: 2 Business Days prior to publication
Port Perry Star	Thurs	Tab	15,500	1.03			Deadline: 2 Business Days prior to publication
Richmond Hill / Thornhill Liberal	Thurs	Tab	86,400	3.50	2.99		Deadline: 2 Business Days prior to publication **Process Color add 25%, Spot add 15%, up to \$350
Scarborough Mirror	Thurs	Tab	122,100	6.50			Deadline: 2 Business Days prior to publication **Process Color add 25%, Spot add 15%, up to \$350
South Asian Focus - Brampton Area	Thurs	Tab	28,200	1.15			Deadline: 3 Business Days prior to publication
Southwest Package	See packages rates below						
Sing Tao (Toronto)	Mon-Fri Sat/Sun	B/S B/S	40,000 60,000	1.30/ day 1.70			Deadline: 12 p.m. 2 Business days prior to publication, Sing Tao Vancouver - the rate is the same. Mon-Fri 40,000 copies 1.30/line, Sat/Sun 60,000 copies 1.70/line
St. Lawrence News	Thurs	Tab	29,517	1.11			Deadline: 7 Business Days prior to publication
St. Marys Journal-Argus	Wed Thurs	Tab Tab	3,400 6,900	0.61 0.80			Deadline: 3 Business Days prior to publication
St. Thomas / Elgin Weekly News	Thurs	Tab	30,400	0.98			Deadline: 3 Business Days prior to publication
Stoney Creek News	Thurs	Tab	32,017	1.00			Deadline: 3 Business Days prior to publication
Stouffville Sun Tribune	Thurs	Tab	14,500	1.00			Deadline: 2 p.m. 2 Business Days prior to publication **Process Color add 25%, Spot add 15%, up to \$350
Stratford City Gazette	Thurs	Tab	20,000	0.62			Deadline: 3 Business Days prior to publication
TORONTO AREA							
Etobicoke Guardian	Thurs	Tab	70,400	5.00			Deadline: 2 Business Days prior to publication **Process Color add 25%, Spot add 15%, up to \$350
North York Mirror	Thurs	Tab	97,300	6.50			Deadline: 2 Business Days prior to publication **Process Color add 25%, Spot add 15%, up to \$351
Scarborough Mirror	Thurs	Tab	122,100	6.50			Deadline: 2 Business Days prior to publication **Process Color add 25%, Spot add 15%, up to \$352
Bloor West Villager/ Parkdale Liberty Villager	Thurs	Tab	58,390	2.35			Deadline: 3 Business Days prior to publication, material & booking **Process Color add 25%, Spot add 15%, up to \$350
East York/N. Riverdale/Beach/ S.Riverdale Mirrors	Thurs	Tab	57,500	2.35			Deadline: 3 Business Days prior to publication, material & booking **Process Color add 25%, Spot add 15%, up to \$351
York Guardian	Thurs	Tab	29,000	1.50			Deadline: 3 Business Days prior to publication, material & booking **Process Color add 25%, Spot add 15%, up to \$352
City Centre Mirror	Thurs	Tab	47,100	2.35			Deadline: 3 Business Days prior to publication, material & booking **Process Color add 25%, Spot add 15%, up to \$353 <i>Highest Circulation Day Posted Where Applicable</i>
Vaughan Citizen (Woodbridge Concord Area)	Thurs	Tab	58,500	2.90	2.48		Deadline: 2 Business Days prior to publication **Process Color add 25%, Spot add 15%, up to \$350
Uxbridge Times- Journal	Thurs	Tab	10,500	1.03			Deadline: 2 Business Days prior to publication
Waterloo Chronicle	Wed	Tab	32,000	1.43	1.41		Deadline: 3 Business Days prior to publication
Waterloo Region Record	Mon-Fri Sat	B/S	63,386 62,994	6.31	5.54	4.90	Deadline: 2 Business Days prior to publication
Walkerton Herald-Times	Thurs	Tab	2,600	0.54			Deadline: 2 Business Days prior to publication
Wasaga Sun/ Stayner	Thurs	Tab	12,500	0.60			Deadline: 3 Business Days prior to publication
Wingham Advance Times	Wed	Tab	2,500	0.59			Deadline: 3 Business Days prior to publication
York Guardian	Thurs	Tab	29,100	1.50			Deadline: 3 Business Days prior to publication, material & booking **Process Color add 25%, Spot add 15%, up to \$352

CLASSIFIED REGIONAL PACKAGE RATES

Highest Circulation Date Used Where Applicable

METROLAND NEWSPAPERS	EDITIONS	FORMAT	PRESS RUNS	1 DAY	2 DAYS	3 DAYS	DEADLINES, CONDITIONS AND NOTES
Durham Region - Package Rates Ajax/ Pickering, Oshawa/Whitby, Clarington/ Uxbridge/Port Perry/ Northumberland	Wed Thurs Fri	Tab Tab Tab	161,650 227,750 79,804	7.88	6.19	5.11	Deadline: 2 Business Days prior to publication
Guelph Mercury + 5 Cambridge Times, Guelph Tribune, Kitchener Post, New Hamburg Independent, Waterloo Chronicle	Thurs	Broad / Tab		7.19			Deadline: 3 Business Days prior to publication
Halton Region Burlington Post/Oakville Beaver, Milton Canadian Champion/Flamborough Review	Wed Thurs Fri	Tab Tab Tab	102,780 155,950 102,780	8.01	5.90	4.51	Deadline: 2 Business Days prior to publication
Hamilton Region Hamilton Spectator + 4 community newspapers: Hamilton Mountain, Stoney Creek, Ancaster, Dundas	Thurs	Broad / Tab	216,756	9.55			Deadline: 3 Business Days prior to publication
Hamilton Community Newspapers - All 4 papers Hamilton Mountain, Stoney Creek, Ancaster, Dundas	Thurs	Tab	113,489	3.25			Deadline: 3 Business Days prior to publication
Peel Region Brampton Guardian, Mississauga News/This Week, Orangeville Banner, Erin Advocate, Georgetown Independent, Caledon Enterprise	Wed/ Thurs	Tab	344,085	14.32	12.50		Deadline: 2 Business Days prior to publication
Muskoka Area - Combo 1 Almaguin News, Huntsville Forester, Bracebridge Examiner, Gravenhurst Banner, Parry Sound Beacon Star	Wed/ Thurs	Tab	25,300	3.50			Deadline: 2 Business Days prior to publication
Muskoka Area - Combo 2 Almaguin News, Huntsville Forester, Bracebridge/Graven- hurst Examiner, Parry Sound Beacon Star, The Muskoka (summer only), The Muskoka District Weekender	Wed/ Thurs/Fri	Tab	63,290	6.58			Deadline: 2 Business Days prior to publication
NIAGARA REGION Niagara Falls, Grimsby, Lincoln, West Lincoln, Port Colborne, St. Catharine's Niagara This Week (Full Mkt) - Friday & *Fort Erie (Thursday)	Wed Thurs	Tab Tab	94,350 169,300	2.75 3.05	2.08 (Wed/ Thurs)		Deadline: 3 Business Days prior to publication
Eastern Ontario Arnprior Chronicle Gide, Belleville News, Brighton Independent, Carleton Place-Almonte Canadian Gazette, Central Hastings News, Frontenac Gazette, Kanata Kourier Standard, Kemptville Advance, Kingston Heritage, Manotick News, Napanee Beaver, Nepean/Barrhaven News, Orleans News, Ottawa East News, Ottawa West News, Ottawa South News, Perth Courier, Picton Gazette, Quinte West News, Renfrew Mercury, Smiths Falls Record News, St. Lawrence News, Stittsville News, Trent Hills Regional News, West Carleton Review	Thurs	Tab	541,966	10.69			Deadline: 7 Business Days prior to publication
Ottawa Package A - Ottawa City Orleans News, Nepean/Barrhaven News, Ottawa East/ West/South News	Thurs		218,848	3.88			Deadline: 7 Business Days prior to publication
Ottawa Package B - Greater Ottawa Orleans News, Ottawa East News, Ottawa South News, Ottawa West News, Nepean/Barrhaven News, Manotick News, Kanata Kourier Standard, Stittsville News, West Carleton Review, Arnprior Chronicle Guide, Renfrew Mercury, Smith Falls News, Perth Courier, Kemptville News, Almonte Gazette	Thurs		349,704	6.53			Deadline: 7 Business Days prior to publication
Ottawa Package C Smith Falls News, Perth Courier, Kemptville News, Almonte/Carleton Place	Thurs	Tab	45,890	1.73			Deadline: 7 Business Days prior to publication
Eastern Ontario - Seaway St. Lawrence News, Kingston Heritage, Frontenac News, Brighton Independent, Belleville News, Trent Hills Regional News, Central Hastings, Quinte West	Thurs		154,663	4.40			Deadline: 7 Business Days prior to publication
Haldimand - All 5 Titles Brant News, Dunnville, Glanbrook, Haldimand, Grand River	Thurs	Tab	70,627	3.60			Deadline: 3 Business Days prior to publication
Simcoe Region (Modular ad sizes only) Barrie, Orillia, Midland, Collingwood, Alliston, Wasaga/ Stayner, Innisfil, Meaford/Thornbury	Tues Thurs	Tab Tab	52,800 153,000	8.50			Deadline: 2 Business Days prior to publication
Southwest Arthur, Elmira, Exeter, Fergus Elora, Listowel, Minto, Mount Forest, St. Mary's, Stratford, Walkerton, Wingham	Wed Thurs Fri	Tab Tab Tab	21,400 57,000 10,400	8.13	5.05		Deadline: 3 Business Days prior to publication
Toronto Scarborough, Etobicoke, North York, City Centre, BloorWest/ Annex, East York/Beaches/Riverdale, York and Parkdale	Thurs	Tab	481,790	10.50			Deadline: 3 Business Days prior to publication
Waterloo Region Record + 5 community newspapers: Cambridge Times, Guelph Tribune, Kitchener Post, New Hamburg Independent, Waterloo Chronicle	Thurs Fri	Broad / Tab	252,479	11.34			Deadline: 3 Business Days prior to publication
York Region Newspapers Aurora, Newmarket, Vaughan, Richmond Hill, Thornhill, Markham <i>Georgina, Stouffville, Bradford or King for \$15 each</i>	Thurs Sat Sun	Tab Tab Tab	345,839 134,890 69,359	10.60	9.11		Deadline: 2 Business Days prior to publication

METROLAND CLASSIFIED WORD AD RATES

DUFFERIN PACKAGE	DISTRIBUTION DAYS	WEEKLY PRESS RUN	WEEKLY RATE	ADDITIONAL
ORANGEVILLE BANNER	TUES/THURS			
GEORGETOWN INDEPENDENT	THURS			
ERIN ADVOCATE	WED			
TOTAL:		91,090	\$55.00	\$0.50
DURHAM PACKAGE				
AJAX/PICKERING NEWS ADVERTISER	WED/THURS			
OSHAWA/WHITBY CLARINGTON THIS WEEK	WED/THURS/FRI			
PORT PERRY STAR, UXBRIDGE TIMES JOURNAL	THURS			
NORTHUMBERLAND NEWS	THURS/FRI			
TOTAL:		547,432	\$155.00	\$1.00
GUELPH PACKAGE				
GUELPH MERCURY + 5 Community Newspapers: CAMBRIDGE TIMES, GUELPH TRIBUNE, KITCHENER POST, NEW HAMBURG INDEPENDENT, WATERLOO CHRONICLE	THURS/FRI			
TOTAL:		201,619	\$175.00	
HALTON PACKAGE				
BURLINGTON POST, OAKVILLE BEAVER	WED/THURS/FRI			
FLAMBOROUGH REVIEW, MILTON CANADIAN CHAMPION	THURS			
TOTAL:		378,400	\$150.00	\$1.00
HAMILTON PACKAGE				
HAMILTON SPECTATOR + 4 Community Newspapers: HAMILTON MOUNTAIN, STONEY CREEK, ANCASTER, DUNDAS NEWS	THURS			
TOTAL:		216,756	\$212.00	
HAMILTON COMMUNITY PACKAGE				
HAMILTON MOUNTAIN, STONEY CREEK, ANCASTER, DUNDAS NEWS	THURS			
TOTAL:		113,489	\$54.00	
HALDIMAND / NORFOLK / BRANT PACKAGE				
GLANBROOK GAZETTE/GRAND RIVER SACHEM, NORFOLK NEWS, BRANT NEWS	THURS			
TOTAL:		104,003	\$54.00	
KAWARTHA PACKAGE				
BEAVERTON BROCK CITIZEN	THURS			
KAWARTHA LAKES THIS WEEK	TUES/THURS			
PETERBOROUGH THIS WEEK	WED/FRI			
TOTAL:		149,295	\$55.00	\$0.50
NIAGARA PACKAGE				
NIAGARA THIS WEEK, GRIMSBY, LINCOLN, WEST LINCOLN, PORT COLBORNE, ST. CATHARINE'S, NIAGARA-ON-THE-LAKE, FORT ERIE POST	WED/THURS			
TOTAL:		260,016	\$54.00	\$1.00
OTTAWA PACKAGE				
ARNPRIOR CHRONICLE GUIDE, BELLEVILLE NEWS, CARLETON PLACE- ALMONTE CANADIAN GAZETTE, FRONTENAC GAZETTE, KANATA KOURIER STANDARD, KEMPTVILLE ADVANCE, KINGSTON HERITAGE, MANOTICK NEWS, NEPEAN/BARRHAVEN NEWS, ORLEANS NEWS, OTTAWA EAST, SOUTH, WEST NEWS, PERTH COURIER, QUINTE WEST NEWS, RENFREW MERCURY, SMITH FALLS RECORD NEWS, ST. LAWRENCE NEWS, STITTSVILLE NEWS, WEST CARLETON REVIEW	THURS			
TOTAL:		465,547	\$97.05	\$1.00
PEEL PACKAGE				
MISSISSAUGA NEWS, BRAMPTON GUARDIAN	WED/THURS/FRI			
CALEDON ENTERPRISE	TUES/THURS			
TOTAL:		718,330	\$175.00	\$1.00
SIMCOE PACKAGE				
BARRIE ADVANCE	TUES/THURS			
ALLISTON HERALD, COLLINGWOOD CONNECTION, MIDLAND MIRROR, ORILLIA TODAY	THURS			
WASAGA/STAYNER SUN TIMES	WED			
INNISFIL JOURNAL	THURS			
TOTAL:		212,475	\$85.00	\$1.00
SOUTHWEST PACKAGE				
ARTHUR ENTERPRISE	FRI			
ELMIRA INDEPENDENT	THURS			
EXETER TIMES ADVOCATE	WED/FRI			
FERGUS ELORA NEWS	WED			
LISTOWEL BANNER	WED/THURS			
MINTO EXPRESS, MOUNT FOREST CONFEDERATE	WED			
ST. MARY'S JOURNAL ARGUS	WED/THURS			
STRATFORD GAZETTE	THURS			
WALKERTON HERALD TIMES, WINGHAM ADVANCE TIMES	WED			
TOTAL:		90,300	\$55.00	\$0.50
TORONTO PACKAGE				
ETOBICOKE GUARDIAN, NORTH YORK MIRROR, SCARBOROUGH MIRROR, BLOOR WEST VILLAGER/ANNEX GUARDIAN, EAST YORK/N. RIVERDALE/ BEACHES/S. RIVERDALE, YORK GUARDIAN, CITY CENTRE MIRROR	THURS			
TOTAL:		765,985	\$295.00	\$2.00
WATERLOO PACKAGE				
WATERLOO REGION RECORD + 5 Community Newspapers: CAMBRIDGE TIMES, GUELPH TRIBUNE, KITCHENER POST, NEW HAMBURG INDEPENDENT, WATERLOO CHRONICLE	THURS			
TOTAL:		252,479	\$212.00	
YORK PACKAGE				
RICHMOND HILL/THORNHILL LIBERAL	THURS			
NEWMARKET/AURORA ERA BANNER	THURS/SUN			
MARKHAM ECONOMIST & SUN/STOUFFVILLE TRIBUNE	THURS			
VAUGHAN CITIZEN	THURS			
TOTAL:		343,549	\$185.00	\$1.00
TOTAL CIRCULATION - ONE FULL WEEK		4,910,765	\$2,068.05	\$10.50

Publisher reserves the right to revise, reject, discontinue or omit any advertising, or to cancel any advertising contract for reasons satisfactory to the Publisher without notice and without penalty to either party. The advertiser agrees to indemnify the Publisher for any losses or costs incurred by the Publisher as a result of publishing any advertisement which is libelous or misleading or otherwise subjects the Publisher to liability. This indemnity shall apply to all advertisements published, even if produced by the Publisher on behalf of the advertiser.

CLASSIFICATIONS

ANNOUNCEMENTS

Lifetimes/Milestones	5000
Baby's First Birthday	5010
Births	5020
Adoptions	5030
Birthdays	5040
Engagements	5050
Stag & Does	5060
Forthcoming Marriages	5070
Marriages	5080
Anniversaries	5090
Graduations	5100
Greetings & Announcements	5110
Retirements	5120
Reunions	5130
Thank You Notes	5140
Novenas	5145
Holiday Greetings	5150
Special Occasions	5170
Baby Review	5190
Special Holiday Photo Units	5220
Mother's Day	5222
Father's Day	5224
Valentine's Day	5226
Seasonal Greeting	5228

AUCTIONS

Auctions & Sales	4000
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AUTOMOTIVE

Cars	4250
Trucks & SUVs	4255
Vans	4260
Motorcycles/Offroad	4265
Classic Vehicles	4270
Trailers/RVs	4275
Boats/Motors	4280
Snowmobiles	4285
Cars - pictures	4335
Motorcycles - picture	4365
Recreational vehicles - pictures	4370
Specialty - pictures	4375
Trucks 4WD - pictures	4380
Cars for Sale Photos	4382
Boats for Sale Photos	4384
RV's for Sale Photos	4386
Motorcycles for Sale Photos	4388
Trucks for Sale Photos	4390
Vans for Sale Photos	4392

COMMUNITY

Special Interests Services/Clubs	4410
Bingo	4415
Hobbies and Crafts	4420
Carpools/Transportation	4435
Kidding Around	4440
Music and Dancing Instruction	4445
Registration	4450
Private Tuitions, Schools	4465
Tutoring	4467
Nursery Schools	4470
Child Care Available	4475
Child Care Wanted	4480
Nannies/Live In/Out	4485
Babysitting	4490
Domestic Help Wanted	4498
Announcements	5400
Registration	4450
Private Tuitions, Schools	4465
Tutoring	4467
Nursery Schools	4470
Child Care Available	4475
Child Care Wanted	4480
Nannies/Live In/Out	4485
Babysitting	4490
Domestic Help Wanted	4498
Announcements	5400
Coming Events	5405
People Search	5410
Volunteering	5440
Places of Worship	5445
Aquatics	6700
Arts & Crafts	6705
Boxing	6710
Camps	6715
Cooking	6720
Dance Classes	6725
Daycare	6735
Dog Training	6740
Education	6745
Equestrian	6750
Fitness	6755
Gymnastics	6760
Language Lessons	6765
Martial Arts	6770
Miscellaneous	6775
Modelling	6780
Music Lessons	6785
Nursery Schools	6790
Private Schools	6795
Recreational	6800
Sailing/Boating	6805
Special Interest/Organizations	6810
Sports	6815
Summer School	6820
Tutoring	6825

DEATHS

Death Notices	5295
MLN Obituaries	5300
Memorial Services	5305

EMPLOYMENT

Career Development	5610
Employment Features	5620
Careers	5625
Automotive	5630
Cleaning/Janitorial	5635
Computer/IT	5640
Dental	5645
Drivers	5650
Employment Agencies	5655
General Help	5660
Health Care/Medical	5665
Holistic Health	5670
Market Research	5675
Office/Administration	5680
Part-Time Opportunities	5685
Professional	5690
Restaurants/Hospitality	5695
Retail Opportunities	5700
Sales Opportunities	5705
Salon and Spa	5710
Seasonal Employment	5715
Social Services	5720
Talent Wanted	5725
Teaching Opportunities	5730
Technical/Skilled Trades	5735
Veterinary Help	5740
Employment Wanted	5745
Appointment Notices	5750

FREE ADS

Free Articles	3010
Items under \$100	3020

HOME IMPROVEMENT

Animal Removal	4700
Appliance Repairs/Installation	4705
Carpentry	4710
Carpet & Upholstery	4715
Chimneys	4720
Cleaning/Janitorial	4725
Concrete & Paving	4730
Decks & Fences	4735
Demolition & Blasting	4740
Doors & Windows	4745
Drapes & Upholstery	4750
Drywall	4755
Duct Cleaning	4760
Eavestroughs & Siding	4765
Electrical	4770
Exterior	4775
Flooring & Carpeting	4780
Furniture Repair	4785
General Contracting, Excavating	4790
Handy Person	4795
Heating & Cooling	4800
Home Inspections/Security	4805
Home Renovations	4808
Interior Design	4810
Irrigation	4815
Landscaping, Lawn Care, Supplies	4820
Locksmith	4825
Masonry & Concrete	4830
Moving & Storage	4835
Painting & Decorating	4840
Pest Control	4845
Plumbing	4850
Pools, Hot Tubs, Supplies	4855
Repair/Installation	4860
Roofing	4865
Seasonal Services	4870
Snow Removal	4880
Tree/Stump Service	4885
Waste Removal	4890
Waterproofing	4900

SERVICE DIRECTORY

Beauty & Cosmetics	6100
Catering	6105
Computer/Internet	6110
Counselling	6115
Dental	6120
Health & Wellness	6125
Holistic	6130
Insurance Services	6135
Legal	6140
Medical	6145
Misc./Special Services	6150
Insurance Services	6135
Legal	6140
Medical	6145
Misc./Special Services	6150
Party Services	6155
Photography	6160
Spa & Relaxation	6165
Tax & Financial	6170
Wedding Planner	6175
Call the Expert	6200
Sites to Surf	6205
Animal Removal	6300
Appliance Repair/Installation	6305
Carpentry	6310

Carpet Cleaning	6315
Chimneys	6320
Cleaning/Janitorial	6325
Concrete & Paving	6330
Decks & Fences	6335
Demolition & Blasting	6340
Doors & Windows	6345
Drapes & Upholstery	6350
Duct Cleaning	6360
Eavestroughs & Siding	6365
Electrical	6370
Exterior	6375
Flooring & Carpeting	6380
Furniture Repair	6385
General Contracting, Excavating	6390
Handy Person	6395
Heating & Cooling	6400
Home Inspections/Security	6405
Home Renovations	6408
Interior Design	6410
Irrigation	6415
Landscaping, Lawn Care, Supplies	6420
Locksmith	6425
Masonry & Concrete	6430
Moving & Storage	6435
Painting & Decorating	6440
Pest Control	6445
Plumbing	6450
Pools, Hot Tubs, Supplies	6455
Repair/Installation	6460
Roofing	6465
Seasonal Services	6470
Small Equipment Repair	6475
Snow Removal	6480
Tree/Stump Services	6485
Waste Removal	6490
Waterproofing	6495

MERCHANDISE

Articles Wanted	3000
Antiques & Collectibles	3030
Appliances	3040
Articles for Sale (Misc.)	3050
Arts and Crafts	3060
Baby Needs, Kids Klassifieds	3070
Building Equipment/Materials	3080
Cameras & Video Equipment	3090
Christmas Tree & Items	3100
Clothing & Accessories	3110
Computers	3120
Electronics	3130
Farmer's Market	3140
Firewood	3150
Furniture	3160
Hay/Seed/Grain	3170
Home & Garden	3180
Industrial Equipment	3190
Jewellery	3200
Medical/Health Needs	3210
Musical Instruments	3220
Office Equipment	3230
Photography	3240
Pools, Hot Tubs, Supplies	3250
Restaurant Equipment	3260
Seasonal Merchandise	3270
Sporting/Outdoor Equipment	3280
Tickets	3290
Tools & Equipment	3300
Woodstoves, Fireplaces	3310
Pet Personals	3320
Pet Supplies/Boarding/Service	3330
Pets-Other	3340
Cats	3350
Dogs	3360
Horses	3370
Livestock/Poultry	3380
Aviation	4290
Heavy Equipment	4295
Auto Parts & Accessories	4305
Lost & Found	5415

NOTICE BOARD

Notices (Public)	5420
Legals	5425
Tenders	5430
Correction Notices	5435

REAL ESTATE

Open Houses	1005
Open Houses-Out of Town	1140
Open Houses - Homes Gallery	1335
Out of Town - Homes Gallery	1340
Showcase - Homes Gallery	1345
Wat Chron Cott Vac Homes Gallery	1350
Condos - Homes Gallery	1375
Cottages Vacation - Homes Gallery	1380

Private Homes for Sale	1405
Houses for Sale	1415
Homes for Sale-Out of Town Properties	1800
Property Outside Canada	1805
Homes/Properties Wanted	1810
Apartments, Condos For Sale	1815
Townhouse/Condos for Sale	1820
Mobile Homes for Sale	1825
Farms for Sale	1830
Land, Lots, Acreage for Sale	1835
Cottages for Sale	1840
Stores for Sale	1845
Office/Business Space for Sale	1850
Industrial/Commercial for Sale	1855
Investment Properties	1860
Investment Opportunities	1865
Real Estate Misc./Services	1870
Cemetery Plots	1875

RENTALS

Rental Photo Feature	1995
Apartments for Rent	2000
Apt-Out of Town	2500
Furnished Apartments	2505
Accommodations Wanted	2515
Condos for Rent	2520
Townhouses for Rent	2525
Duplexes	2530
Houses for Rent	2535
Room & Board	2545
Rooms for Rent/Wanted	2550
Shared Accommodations	2555
Student Housing	2560
Short Term Rentals	2565
Retirement Living	2570
Farms for Rent/Wanted	2575
Mobile Homes and Parks	2580
Rentals Outside Canada	2585
Cottages for Rent	2590
Resorts/Camps	2595
Travel & Vacations	2600
Bed & Breakfasts	2605
Halls & Lodges	2610
Industrial/Commercial for Rent/Wanted	2615
Office/Business Space for Rent/Wanted	2620
Storage Space for Rent	2625
Stores for Rent/Wanted	2630

SERVICES

Vehicles Wanted/Wrecking	4300
Automotive Services	4310
Auto Financing	4315
Driving Schools	4320
Auto Leasing and Rentals	4325
Garages/Parking/Storage	4330
Hay Rides	4400
Astrology/Psychics	4405
Mail Order	4430
Domestic Help Available	4495
House/Pet Sitting	4500
Janitorial/Industrial Cleaning	4505
Seniors Services	4510
Special Services	4515
Support Services	4520
Medical & Dental Services	4525
Health & Home Care	4530
Health/Beauty/Fitness	4535
Massage Services	4540
Wedding Planner	4545
Florists	4550
Party/Catering Services	4555
Dressmaking, Tailoring	4560
Business Services	4565
Accounting/Bookkeeping	4570
Tax/Financial	4575
Mortgages/Loans	4580
Money Avail/Wanted	4585
Insurance	4590
Legal Services	4595
Computer/Internet	4600
Business Opportunities	5600
Franchises	5605
Employment Opportunities	5608
Career Counselling & Resumes	5615

VITALS

Memorial Donations	5310
In Memoriams	5315
Cards of Thanks	5317
Holiday In Memoriams	5320
Funeral Directors & Services	5325

YARD/GARAGE SALE

Vendors Wanted	3390
Shows & Bazaars	4005
Garages Sales	4010

ADULT PERSONALS

Personals/Companions	4425
Adult Personals	6000
Adult Services	6005
Business Personals	6010
Dating Services	6015
Escort Services	6020
Massages	6025
Phone Entertainment	6030

SPECIFICATIONS & GUIDELINES

PROOFS

Will be supplied, on request, for pub set advertisements, submitted one day prior to regular deadline. Proof changes will be accepted up to one hour after regular copy deadline, changes accepted after this time will be limited to the ability of composing room to process them, e.g. Mississauga News regular copy deadline 11 a.m. one day prior to publication, copy change deadline 12 noon 1 day prior

RATES

Multi-day rates apply to consecutive days only

COLOUR RATES

Spot Colour: \$250 per paper per day;

Process Colour: \$450 per paper per day

Subject to Availability

CONFIDENTIAL REPLY BOX RATES

Available on request

MINIMUM & MAXIMUM REQUIREMENTS

Advertisements exceeding 182 lines (tabloid) or 280 lines (broadsheet) will be billed at full column depth. Advertisements running through the gutter will be billed for one additional column

NOT FOR PROFIT RATES

10% Discount - charitable registrations number required

TERMS OF PAYMENT

- Accounts due when rendered. Accounts will be considered past due 30 days after billing. Interest at a rate of 1 1/2% per month will be charged on overdue accounts
- Agency commission 15%

REGULAR MATERIAL SPECIFICATIONS

1 col.	2 col.	3 col.	4 col.	5 col.	6 col.	7 col.	8 col.	9 col.	10 col.
15/16"	2"	3-1/16"	4-3/32"	5-5/32"	6-3/16"	7-1/4"	8-5/16"	9-5/16"	10-3/8"

ERRORS AND OMISSIONS

- Liability of Published for non-insertion is limited to the amount paid for errors by the Publisher is limited to cost of space occupied by the error
- Claims for errors in advertisements must be made prior to next publication date
- The printing of key numbers is not guaranteed
- The publisher reserves the right to reject, discontinue or omit any advertisement without notice or penalty to either party
- Advertiser warrants that advertising content will not be libellous or misleading. Advertiser agrees to indemnify Publisher with respect to any loss sustained by Publisher on publishing a libellous or misleading advertisement

GENERAL

- All advertising subject to approval. Rates are subject to change without notice
- The publisher reserves the right or options to insert the word "advertisement" above or below any copy
- All materials produced by the newspaper remain the property of the publisher. The publisher will not be responsible for material supplied by the customer unless return delivery instructions are received within 21 days after use
- All rates are considered gross for Recruitment Advertising Agencies

MINIMUM SIZES

1 x 20	2 x 20	3 x 30	4 x 40	5 x 50
6 x 60	7 x 70	8 x 80	9 x 90	10 x 100

FTP INFORMATION: Host: ftp02.metroland.com
User ID: ads
Password: csl

Add the power of online to your print recruitment purchase!

 **WORKOPOLIS** \$199 for 30 days



METROLAND'S PRINT RECRUITMENT ADVERTISING JUST GOT BETTER THANKS TO LOCALWORK.CA!

Metroland Media is pleased to provide online recruitment advertising available through our premium recruitment website, LocalWork.ca

About Localwork.ca

LocalWork.ca is supported by Metroland Media Group and it's over 115 weekly and daily newspapers, and community websites delivering over 39 million page views each month. LocalWork is award winning, being voted best job board in North America by the Local Media Association for 2010, 2011 and 2012.

We're excited to help drive your recruitment results to new levels with the addition of LocalWork.ca.

Why is LocalWork.ca important to my business?

The combination of print and online advertising will ensure that you deliver the best possible candidates for your clients, satisfying their needs.

Job Seekers
SPEND MORE TIME
VIEW MORE PAGES

on **LocalWork.ca** than on **any** other
job search site in Ontario!

What exactly does this mean?

Print recruitment advertising now includes the following LocalWork.ca package:

- Feature Job Posting for 30 days on LocalWork.ca
- Top of Search for 30 days
- Top Jobs display on our local community site network

comSCORE		
JOB SITES	AVERAGE MINUTES PER USAGE DAY	AVERAGE PAGES PER USAGE DAY
LocalWork.ca	6.2	5.8
JobBoom.com	4.9	10.0
Monster.ca	3.8	6.6
SimplyHired.ca	3.4	11.0
Workopolis.com	3.4	5.2
CareerBuilder.ca	2.9	4.3
Indeed.com	2.3	4.6
WowJobs.ca	2.2	3.6
Eluta.ca	2.1	3.0
February-14		

**Contact your Metroland Corporate Sales Executive to discuss how LocalWork.ca can help your recruitment needs:
416.493.1300**

ADDITIONAL HIGH IMPACT RECRUITMENT PRODUCTS



Recruitment and classified advertising in both community and daily newspapers. As well as targeted recruitment publications, recruitment flyers with unique distribution programs, post-it-notes, targeted digital branding through our digital video group and online community websites for high impact digital recruitment advertising campaigns.



Recruitment Sections

These career supplements are created to reach individuals between the ages of 17-45 and help recruiters, colleges and universities reach their desired target market.

Each edition provides editorial that is relevant to current market trends and features Ontario's most current and career trendsetters.

Metroland's recruitment sections are published 11 times per year and are distributed to over 1.6 million households annually.

To view the latest editions of these publications, visit www.onlinedigitaleditions.com.



4 Page Flyer

- High degree of customer interaction
- Mass or targeted execution
- Extended shelf life
- Turn key print and distribution
- 2 or 4 pages tab/broadsheet
- Excellent reproduction quality
- Upgraded stock



Post-It-Notes

Applied to the front page of the newspaper to offer advertisers exclusive premium positioning.

- High degree of customer interaction
- Mass or targeted execution
- Extended shelf life
- Various sizes, colours and die cut options
- Exclusivity



- Professionally produced
- Cost effective service
- Uniquely customized to you and your business
- Easily shared across social networks including Facebook, Twitter and LinkedIn
- Ability to place your video on your own website and send through email.



Scan here for Metroland's
media kit, or visit us at
metroland.com/page/Advertise

Communicate your message online or in combination with your in-paper print programs for maximum exposure.

- Hyper local content
- Lifestyle and residential living websites
- Unique advertising opportunities
- Cost effective
- Exceptional reach and frequency



This map illustrates the distribution of newspaper territories across Southern Ontario, Canada. The main map shows various regions colored differently, each associated with one or more newspapers. Key locations labeled include:

- Ottawa:** Ottawa News, Ottawa Citizen, Ottawa Evening Journal, Ottawa Free Press, Ottawa Sun.
- Metro Area:** The Star, Toronto Sun, Globe and Mail, Ontario Today, Hamilton News, Niagara Falls News, Windsor Star, London Free Press, St. Catharines Standard.
- Other Regions:** Barrie Advance, Simcoe News, Peterborough News, Kingston Whig-Standard, Cornwall Daily Record, Brantford Expositor, Chatham-Kent News, Essex News, Wexford News, Middlesex News, Kent News, West York News, York Region News, Peel Region News, Halton Hills News, Richmond Hill News, Vaughan News, Markham News, Brampton News, Mississauga News, Oakville News, Burlington News, Hamilton News, Niagara Falls News, Windsor Star, London Free Press, St. Catharines Standard.

The map also includes three inset maps providing more detail on specific areas:

- Ottawa:** Shows the Ottawa River area with newspapers like Ottawa News, Ottawa Citizen, Ottawa Evening Journal, Ottawa Free Press, and Ottawa Sun.
- Metroland Dailies:** Shows the Greater Toronto Area with newspapers like The Star, Toronto Sun, Globe and Mail, and Ontario Today.
- Toronto:** Shows the downtown Toronto area with newspapers like The Star, Toronto Sun, Globe and Mail, and Ontario Today.

The map also shows major geographical features like Lake Huron, Georgian Bay, and Lake Ontario, along with provincial boundaries for Quebec and the USA.