

Recruitment and Classified Advertising Rate Card



October 2013

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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	Thurs	Tab	21,500	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	Tues Thurs	Tab Tab	52,800 63,600	2.35 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	10,300	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	1.20	1.15	Deadline: 3 Business Days prior to publication
Brock Citizen This Week	Thurs	Tab	5,620	0.93	0.87	0.82	Deadline: 3 Business days prior to publication
Burlington Post/ Oakville Beaver/ Milton Canadian Champion/ Flamorough Review	Wed Thurs Fri	Tab Tab Tab	102,780 155,950 102,780	 8.90	 8.05	 3.88	Deadline: 2 Business Days prior to publication. Note: Package must be booked by Monday 12pm to include the Flamorough Review for the same week. Combination Package with Oakville Beaver, Milton Canadian Champion and Flamorough 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	42,316 47,390 42,316	1.25	1.20	1.15	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	Thurs	Tab	11,500	1.45	1.20		Deadline: 2 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
Flamorough 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	17,600	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	1.35	1.22	Deadline: 2 Business Days prior to publication, booking & material
Guelph Tribune	Tues Thurs	Tab Tab	40,000 45,000	1.60	1.55		Deadline: 2 Business Days prior to publication, booking & material
Glanbrook Gazette	Thurs	Tab	see Sachem Package				Deadline: 3 Business Days prior to publication
Grand River Sachem	Thurs	Tab	see Sachem Package				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	6.04	5.25	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 Hamilton Mountain News, Ancaster Star, Dundas Star and Stoney Creek News	Thurs	Tab	113,489	2.93			Deadline: 3 Business Days prior to publication, booking & material
Huntsville Forester	Thurs	Tab	9,535	1.25			Deadline: 2 Business Days prior to publication, booking & material
Innisfil Journal / Barrie Advance	Thurs	Tab	63,600	2.95			Deadline: 2 Business Days prior to publication
Kawartha Lakes This Week (Lindsay, Bobcaygeon/Fenelon Falls)	Tues Thurs	Tab Tab	16,281 29,943	1.21	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	0.95		Deadline: 3 Business Days prior to publication
Kitchener/Waterloo Record **See Waterloo Region Record							
Listowel Banner Listowel Independent Plus (Weekend)	Wed Thurs	Tab Tab	3,900 24,500	1.02	0.57		Deadline: 3 Business Days prior to publication
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 Sat	Tab Tab	82,940 82,940	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	Wed	Tab	6,400	0.80			Deadline: 4 Business days prior to publication
Midland/Penetanguishene Mirror	Thurs	Tab	20,800	1.45	1.20		Deadline: 2 Business days prior to publication
Milton Canadian Champion	Thurs	Tab	27,200	2.00	1.85		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 Thurs Fri	Tab Tab Tab	240,500 278,500 240,500	 6.25 2.05	 5.80 0.95	 4.90 0.95	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: 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
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	42,849 69,359	3.50	2.99		Deadline: 2 Business Day prior to publication **Process Color add 25%, Spot add 15%, up to \$350
NIAGARA THIS WEEK							Deadline: 3 Business Days prior to publication
Niagara Falls, Grimsby, Lincoln, West Lincoln, Port Colborne, St. Catharine's Niagara This Week (Full Mkt) - & *Fort Erie Post/Shopper	Wed Thurs	Tab Tab	94,350 169,300	2.75 3.05	 2.87		Niagara papers are now a Short Tab - Full page size is 10 x 147
Niagara Grimsby Lincoln News	Wed	Tab	21,500	1.38			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 Thurs Fri	Tab Tab Tab	102,780 155,950 102,780	 8.90 8.90	 8.05 8.05	 3.88 3.88	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

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	Thurs	Tab	23,500	1.90			Deadline: 2 Business Days prior to publication
Orillia Today	Thurs	Tab	24,100	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	7.03	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	46,375 45,875	1.85	1.61	1.35	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	86,150				Deadline: 2 Business Days prior to publication **Process Color add 25%, Spot add 15%, up to \$350
Richmond Hill Liberal	Sat	Tab	51,950	3.50	2.99		
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	B/S	40,000	1.30/ day			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 0,000 copies 1.70/line
	Sat&Sun	B/S	60,000	1.70			
St. Lawrence News	Thurs	Tab	29,517	1.11			Deadline: 7 Business Days prior to publication
St. Marys Journal-Argus	Wed	Tab	3,400	0.61			Deadline: 3 Business Days prior to publication
	Thurs	Tab	6,900	0.80			
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	1.69			Deadline: 3 Business Days prior to publication
Stouffville Sun Tribune	Thurs/ Sat	Tab	13,710	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)	Wed/ Thurs	Tab	53,000	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	1.38		Deadline: 3 Business Days prior to publication
Waterloo Region Record	MonFri Sat	B/S	63,386 62,994	6.31	4.77	3.63	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	13,000	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
Halton Region Burlington Post/Oakville Beaver, Milton Canadian Champion/Flamborough Review	Wed Thurs Fri	Tab Tab Tab	102,780 155,950 102,780	8.90	8.05	3.88	Deadline: 2 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, Perry Sound Becan 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, Perry Sound Becan 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 THIS WEEK Niagara Falls, Grimsby, Lincoln, West Lincoln, Port Colborne, St. Catharine's Niagara This Week (Full Mkt) - Friday & *Fort Erie Shopper/Post (Thursday)	Wed Thurs	Tab Tab	94,350 169,300	2.75 3.05			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, Smiths Falls News, Perth Courier, Kemptville News, Almonte Gazette	Thurs		349,704	6.53			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 4 Titles Dunnville, Glanbrook, Haldimand, Grand River	Thurs	Tab	21,624	1.14			Deadline: 3 Business Days prior to publication
Simcoe Region 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, Listowell, 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, Bloor West/Annex, East York/Beaches/Riverdale, York and Parkdale	Thurs	Tab	481,790	10.50			Deadline: 3 Business Days prior to publication
Waterloo Region Record Add on Package 1 Top Up To Waterloo Region Record Package includes Cambridge Times, Guelph Mercury, Guelph Tribune, Kitchener Post	Mon - Sat	Tab/BS	106,955	4.95			Deadline: 3 Business Days prior to publication
Waterloo Region Record Add on Package 2 Top Up To Waterloo Region Record Package includes Cambridge Times, Guelph Mercury, Guelph Tribune and Waterloo Chronicle, Kitchener Post	Mon - Sat	Tab/BS	138,955	6.28			Deadline: 3 Business Days prior to publication
Waterloo Region Record Add on Package 3 Top Up To Waterloo Region Record Package includes Cambridge Times, Guelph Mercury, Guelph Tribune, New Hamburg Independent and the Waterloo Chronicle, Kitchener Post	Mon - Sat	Tab/BS	142,355	7.18			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>	Wed/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	42,990		
GEORGETOWN INDEPENDENT	THURS	45,600		
ERIN ADVOCATE	WED	2,500		
TOTAL:		91,090	\$55.00	\$0.50
DURHAM PACKAGE				
AJAX/PICKERING NEWS ADVERTISER	WED/THURS	162,200		
OSHAWA/WHITBY CLARINGTON THIS WEEK	WED/THURS/FRI	313,632		
PORT PERRY STAR	THURS	15,500		
UXBRIDGE TIMES JOURNAL	THURS	10,500		
NORTHUMBERLAND NEWS	THURS/FRI	45,600		
TOTAL:		547,432	\$155.00	\$1.00
HALTON PACKAGE				
BURLINGTON POST	WED/THURS/FRI	160,560		
OAKVILLE BEAVER	WED/THURS/FRI	153,540		
FLAMBOROUGH REVIEW	THURS	14,750		
MILTON CANADIAN CHAMPION	THURS	49,550		
TOTAL:		378,400	\$150.00	\$1.00
KAWARTHA PACKAGE				
BEAVERTON BROCK CITIZEN	THURS	5,620		
KAWARTHA LAKES THIS WEEK	TUES/THURS	51,363		
PETERBOROUGH THIS WEEK	WED/FRI	92,312		
TOTAL:		149,295	\$55.00	\$0.50
NIAGARA PACKAGE				
NIAGARA THIS WEEK	WED/THURS	260,016		
TOTAL:		260,016	\$75.00	\$1.00
OTTAWA PACKAGE				
ARNPRIOR CHRONICLE GUIDE	THURS	7,850		
BELLEVILLE NEWS	THURS	23,250		
CARLETON PLACE-ALMONTE CANADIAN GAZETTE	THURS	12,646		
FRONTENAC GAZETTE	THURS	8,800		
KANATA KOURIER STANDARD	THURS	23,160		
KEMPTVILLE ADVANCE	THURS	11,457		
KINGSTON HERITAGE	THURS	44,900		
MANOTICK NEWS	THURS	10,950		
NEPEAN/BARRHAVEN NEWS	THURS	46,800		
ORLEANS NEWS	THURS	48,623		
OTTAWA EAST, SOUTH, WEST NEWS	THURS	120,455		
PERTH COURIER	THURS	12,451		
QUINTE WEST NEWS	THURS	23,450		
RENFREW MERCURY	THURS	15,800		
SMITH FALLS RECORD NEWS	THURS	12,358		
ST. LAWRENCE NEWS	THURS	29,517		
STITTSVILLE NEWS	THURS	12,250		
WEST CARLETON REVIEW	THURS	6,740		
TOTAL:		465,547	\$97.05	\$1.00
PEEL PACKAGE				
MISSISSAUGA NEWS	WED/THURS/FRI	322,360		
BRAMPTON GUARDIAN	WED/THURS/FRI	364,500		
CALEDON ENTERPRISE	TUES/THURS	31,470		
TOTAL:		718,330	\$175.00	\$1.00
SIMCOE PACKAGE				
BARRIE ADVANCE	TUES/THURS	105,600		
ALLISTON HERALD	THURS	21,500		
COLLINGWOOD CONNECTION	THURS	20,425		
MIDLAND MIRROR	THURS	20,800		
ORILLIA TODAY	THURS	24,100		
WASAGA/STAYNER SUN TIMES	WED	10,050		
INNISFIL JOURNAL	THURS	10,000		
TOTAL:		212,475	\$85.00	\$1.00
SOUTHWEST PACKAGE				
ARTHUR ENTERPRISE	FRI	1,000		
ELMIRA INDEPENDENT	THURS	3,000		
EXETER TIMES ADVOCATE	WED/FRI	14,900		
FERGUS ELORA NEWS	WED	3,400		
LISTOWELL BANNER	WED/THURS	28,400		
MINTO EXPRESS	WED	1,500		
MOUNT FOREST CONFEDERATE	WED	2,700		
ST. MARY'S JOURNAL ARGUS	WED/THURS	10,300		
STRATFORD GAZETTE	THURS	20,000		
WALKERTON HERALD TIMES	WED	2,600		
WINGHAM ADVANCE TIMES	WED	2,500		
TOTAL:		90,300	\$55.00	\$0.50
TORONTO PACKAGE				
ETOBICOKE GUARDIAN	THURS	140,545		
NORTH YORK MIRROR	THURS	195,300		
SCARBOROUGH MIRROR	THURS	229,900		
BLOOR WEST VILLAGER/ANNEX GUARDIAN	THURS	61,385		
EAST YORK/N. RIVERDALE/BEACHES/S. RIVERDALE	THURS	27,350		
YORK GUARDIAN	THURS	27,360		
CITY CENTRE MIRROR	THURS	47,500		
TOTAL:		765,985	\$295.00	\$2.00
YORK PACKAGE				
RICHMOND HILL/THORNHILL LIBERAL	THURS/SAT	138,100		
NEWMARKET/AURORA ERA BANNER	THURS/SUN	121,459		
MARKHAM ECONOMIST & SUN/STOUFFVILLE TRIBUNE	THURS/SAT	165,880		
VAUGHAN CITIZEN	WED/THURS	104,900		
TOTAL:		530,339	\$185.00	\$1.00
TOTAL CIRCULATION - ONE FULL WEEK		4,209,209	\$1,382.05	\$7.00

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

REAL ESTATE 100-135

Houses for Sale	100
Open Houses	102
Private Sales	103
Townhouses for Sale	105
Apartments condos for Sale	110
Cottages for Sale	112
Farms for Sale Rent & Wanted	115
Out-of-town Properties	120
Property Outside Canada	125
Housing Wanted	130
Lots & Acreages	135

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Investment Bus. Properties	140
Industrial Comm. Space	145
Office/Business Space	150
Stores for Sale, rent, Wanted	155
Tax Directory	156
Investment Opportunities	159
Business Opportunities	160
Franchises	161
Professional Directory	163
Tax & Financial Directory	164
Mortgage, Loans	165
Accountants (Chartered)	166
Office & Industrial Equip.	167
Business Services	168
Computers & Internet	169

RENTALS 170-196

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Furnished Apartments	172
Short-term Rentals	174
Apartments & Flats Wanted	175
Condominiums for Rent	180
Houses for Rent	185
Townhouses for Rent	190
Houses Wanted to Rent	191
Rooms for Rent & Wanted	192
Room/Board	193
Shared Accomodation	194
Retirement Living	195
Halls & Lodges	196

LEISURE LIVING 200-239

Vacation Properties	200
Rentals Outside Canada	205
Bed and Breakfast	208
Cottages for Rent	209
Mobile Homes	210
Motor Homes	211
Recreation Vehicles	212
Campers, Trailers Sites	215
Camping Equipment	225
Sports Equipment	230
Aviation	231
Boats & Supplies	232
Snowmobiles	233
Pools & Supplies	234
Resorts, Camps	235
Travel	236
Hobbies & Crafts	237
Women's Column	239

COMMUNITY NOTICES 240-259

Births	245
Adoptions	246
Birthday	248
Coming Events	249
Engagements	250
Forthcoming Marriages	251
Marriages	252
Anniversaries	253
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Announcements	255
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PUBLIC NOTICES 260-269

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Car Pools & Transportation	263
Education	264
Lost & Found	265
Companies	267
Personals	268
Support Groups	269
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Mother's Helper	271
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Daycare Available	273
Daycare Wanted	274
Babysitting	275
Private Tuition/Schools	276
Music & Dance & Instruction	277
Registration	278
Tutoring Service	279
Places of Worship	282
Esthetics & Beauty Services	284
Health & Home Care	285
Seniors Services	286
Fitness Services	288
Catering	290
Wedding Planner	292
Astrology	293
Psychic Consulting	294
Liaison Services	295
Amusements, Clubs	296
Bingo	297
Funeral Directors	298
Cemetery Plots	299

MERCHANDISE 300-385

Market Basket	300
Flowers & Delivery	301
Farm Services	302
Horse Supplies & Boarding	303
Christmas Gifts	304
Poultry & Livestock	305
Furniture	306
Clothing	307
Bargain Centre	309
Articles for Sale	310
Bicycles	311
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Vendors Wanted	316
Garage & Yard Sales	320
Arts & Crafts	324
Auctions	325
Warehouse Sales	326
Firewood	330
Christmas Trees	335
Woodstoves, Fireplace	336
Antiques & Art	340
Kids Klassified	345
Restaurant Equipment	348
Farm Equipment	350
Appliances	352
Computer & Video	355
Computer Service & Repair	356
TV, Radio, Stereo	360
Musical Instruments	365
Pets, Supplies & Boarding	370
Photography	375
Swap & Trade	380
Tickets for Sale	385

AUTOMOTIVE 400-470

Cars for Sale	400
Cars Wanted	405
Trucks for Sale	410
Trucks Wanted	415
Vans, 4-wheel Drive	420
Sprts Cars	425
Antique Cars	430

AUTOMOTIVE 400-470 (cont'd...)

Motorcycles	435
Auto Parts, Supplies, Repair	440
Auto Leasing, Rentals	445
Auto Financing	446
Driving Schools	447
Auto Care	450
Garage & Storage Space	455
Insurance Services	460
Automotive Plus	465
Heavy Duty Equipment	470

HELP WANTED 500-575

Career Training	500
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Careers	505
Employment Agencies	507
Drivers	509
General Help	510
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Skilled & Technical Help	515
Computer Data Processing	520
Office Help	525
Inside Sales	529
Sales Help & Agents	530
Retail Sales Help	532
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Veterinary Help	536
Holistic Health	537
Hotel Restaurant	540
Part-Time Help	541
Teaching Opportunities	545
Domestic Help Wanted	550
Domestic Help Available	555
House Cleaning	556
Volunteers	565
Talent Wanted	575
Employment Wanted	570

SERVICES 700-795

Home Improvements	700
Demolition, Blasting	701
Garbage Removal & Hauling	702
Plumbing	704
Handyperson	705
Chimney Clean/Repair	706
Electrical Services	707
Masonry & Concrete	708
Carpentry	709
Painting & Decorating	710
Moving & Storage	715
Carpet Cleaning	718
Drapes, Upholstery	720
Dressmaking, Tailoring	725
Flooring Carpeting	730
Garden Supplies & Landscaping	735
Tree Service	736
Stump Removal	737
Lawnmower Sales/Repairs	738
Snow Removal	740
Courses	746
Appliance Repairs	750
Party Services	753

MISCELLANEOUS 799-801

Print Engine	799
Special Features	800
Stop The Presses	801

ADULT 900-905

Massage	900
Adult Entertainment	905

HELP FOR THE HOMEOWNER 760

Service Directory	760
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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	4.5	5.1
JobBoom.com	3.6	4.2
Workopolis.com	3.3	5.0
SimplyHired.ca	2.4	4.6
WowJobs.ca	2.0	3.7
Monster.ca	2.0	2.7
Eluta.ca	1.7	3.0
CareerBuilder.ca	1.3	2.0
Indeed.com	1.2	2.5
May-13		

**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

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



Below is a map outlining all of Metroland's online community sites.



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