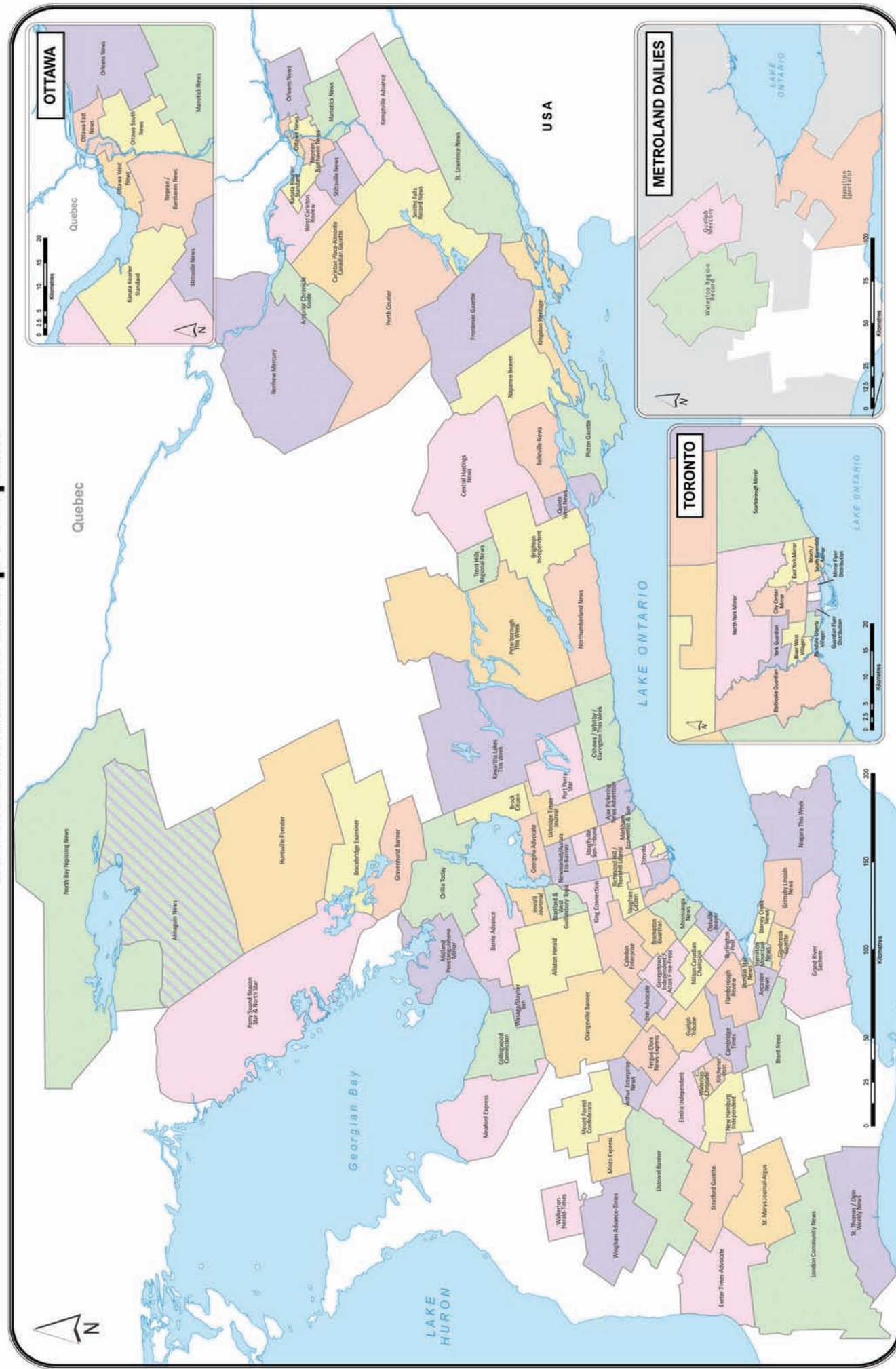


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## A - F (Full, Three-Quarter, Half, Three-Eighths and Quarter)

| COMMUNITY NEWSPAPERS  |               |                |          | FULL PAGE<br><small>Tab: 10.375" x 11.5"<br/>B/S: 10.375" X 21.5"<br/>unless otherwise noted</small> |          |          |          |          | THREE-QUARTER PAGE<br><small>Tab: 10.375" x 9.571"<br/>B/S: 10.375" X 16.125"<br/>unless otherwise noted</small> |          |          |          |          | HALF PAGE<br><small>Tab: V - 5.145" x 11.5" H - 10.375" x 5.71"<br/>B/S: V - 5.145" x 21.5" H - 10.375" x 10.75"<br/>unless otherwise noted</small> |          |          |          |          | THREE-EIGHTHS<br><small>Tab: V - 5.145" x 8.571"<br/>B/S: V - 5.145" x 16.125"<br/>unless otherwise noted</small> |          |          |          |          | QUARTER PAGE<br><small>Tab: V - 5.145" x 5.71" H - 10.375" x 2.786"<br/>B/S: V - 5.145" x 10.75" H - 10.375" x 5.375"<br/>unless otherwise noted</small> |          |          |          |         |
|---|---------------|----------------|----------|--|----------|----------|----------|----------|--|----------|----------|----------|----------|---|----------|----------|----------|----------|---|----------|----------|----------|----------|--|----------|----------|----------|---------|
| EDITIONS  | FORMAT        | PRESS RUN      | ONE TIME | 4 TIMES  | 13 TIMES | 26 TIMES | 52 TIMES | ONE TIME | 4 TIMES  | 13 TIMES | 26 TIMES | 52 TIMES | ONE TIME | 4 TIMES   | 13 TIMES | 26 TIMES | 52 TIMES | ONE TIME | 4 TIMES   | 13 TIMES | 26 TIMES | 52 TIMES | ONE TIME | 4 TIMES  | 13 TIMES | 26 TIMES | 52 TIMES |         |
| Ajax/Pickering News Advertiser  | Wed           | Tab            | 54,400   | \$6,840  | \$5,449  | \$4,782  | \$4,567  | \$4,194  | \$5,643  | \$4,495  | \$3,945  | \$3,768  | \$3,460  | \$3,762   | \$2,997  | \$2,630  | \$2,512  | \$2,307  | \$2,963   | \$2,360  | \$2,071  | \$1,978  | \$1,817  | \$1,975  | \$1,573  | \$1,381  | \$1,319  | \$1,211 |
|   | Thurs         | Tab            | 54,400   | \$6,840  | \$5,449  | \$4,782  | \$4,567  | \$4,194  | \$5,643  | \$4,495  | \$3,945  | \$3,768  | \$3,460  | \$3,762   | \$2,997  | \$2,630  | \$2,512  | \$2,307  | \$2,963   | \$2,360  | \$2,071  | \$1,978  | \$1,817  | \$1,975  | \$1,573  | \$1,381  | \$1,319  | \$1,211 |
| Alliston Herald   | Thurs         | Tab            | 21,500   | \$4,861  | \$3,626  | \$2,979  | \$2,626  | \$2,568  | \$4,010  | \$2,991  | \$2,458  | \$2,167  | \$2,118  | \$2,673   | \$1,994  | \$1,639  | \$1,445  | \$1,412  | \$2,105   | \$1,571  | \$1,290  | \$1,138  | \$1,112  | \$1,404  | \$1,047  | \$860    | \$758    | \$741   |
| Almaguin News   | Thurs         | B/S            | 4,600    | \$2,167  | \$2,047  | \$1,866  | \$1,806  | \$1,746  | \$1,788  | \$1,689  | \$1,540  | \$1,490  | \$1,440  | \$1,192   | \$1,126  | \$1,026  | \$993    | \$960    | \$939   | \$887    | \$808    | \$782    | \$756    | \$626  | \$591    | \$539    | \$521    | \$504   |
| Ancaster News   | Thurs         | Tab            | 12,283   | \$2,568  | \$2,234  | \$1,607  | \$1,274  | \$1,274  | \$2,118  | \$1,843  | \$1,326  | \$1,051  | \$1,051  | \$1,412   | \$1,229  | \$884    | \$701    | \$701    | \$1,112   | \$968    | \$696    | \$552    | \$552    | \$741  | \$645    | \$464    | \$368    | \$368   |
| Arnprior Chronicle Guide  | Thurs         | Tab (10 x 189) | 8,105    | \$1,209  | \$1,148  | \$1,087  | \$1,027  | \$967    | \$997  | \$947    | \$898    | \$848    | \$798    | \$612   | \$581    | \$551    | \$520    | \$490    | \$523   | \$497    | \$471    | \$445    | \$418    | \$310  | \$295    | \$278    | \$263    | \$248   |
| Arthur Enterprise News  | Wed           | Tab            | 1,000    | \$1,298  | \$1,276  | \$1,188  | \$1,144  | \$1,122  | \$1,071  | \$1,053  | \$980    | \$944    | \$926    | \$714   | \$702    | \$653    | \$629    | \$617    | \$562   | \$553    | \$515    | \$495    | \$486    | \$375  | \$368    | \$343    | \$330    | \$324   |
| Barrie Advance  | Tues          | Tab            | 52,800   | \$5,411  | \$4,870  | \$4,383  | \$3,944  | \$3,502  | \$4,193  | \$3,774  | \$3,397  | \$3,057  | \$2,714  | \$2,976   | \$2,678  | \$2,410  | \$2,169  | \$1,926  | \$2,232   | \$2,009  | \$1,808  | \$1,627  | \$1,444  | \$1,637  | \$1,473  | \$1,326  | \$1,193  | \$1,059 |
| Barrie Advance/Innisfil Journal (zoning available)                        | Thurs         | Tab            | 63,600   | \$6,940  | \$6,246  | \$5,621  | \$5,041  | \$4,580  | \$5,378  | \$4,841  | \$4,357  | \$3,907  | \$3,550  | \$3,817   | \$3,435  | \$3,092  | \$2,773  | \$2,519  | \$2,863   | \$2,576  | \$2,319  | \$2,080  | \$1,889  | \$2,099  | \$1,889  | \$1,700  | \$1,525  | \$1,386 |
| Belleville News   | Thurs         | Tab (10 x 189) | 24,135   | \$1,664  | \$1,580  | \$1,497  | \$1,414  | \$1,331  | \$1,372  | \$1,304  | \$1,235  | \$1,167  | \$1,098  | \$886   | \$843    | \$798    | \$754    | \$709    | \$720   | \$684    | \$649    | \$612    | \$576    | \$482  | \$458    | \$435    | \$410    | \$386   |
| Bloor West Villager   | Thurs         | Tab            | 33,800   | \$4,020  | \$3,922  | \$3,753  | \$3,559  | \$3,511  | \$3,316  | \$3,237  | \$3,096  | \$2,936  | \$2,897  | \$2,210   | \$2,157  | \$2,064  | \$1,958  | \$1,931  | \$1,741   | \$1,699  | \$1,626  | \$1,542  | \$1,521  | \$1,160  | \$1,133  | \$1,083  | \$1,028  | \$1,014 |
| Bracebridge Examiner  | Wed           | B/S            | 5,500    | \$3,431  | \$3,191  | \$3,040  | \$3,040  | \$3,040  | \$2,831  | \$2,632  | \$2,508  | \$2,508  | \$2,508  | \$1,887   | \$1,755  | \$1,672  | \$1,672  | \$1,672  | \$1,486   | \$1,382  | \$1,317  | \$1,317  | \$1,317  | \$991  | \$921    | \$878    | \$878    | \$878   |
| Bradford West Gwillimbury Topic   | Thurs         | Tab            | 10,300   | \$2,078  | \$1,980  | \$1,823  | \$1,666  | \$1,568  | \$1,714  | \$1,633  | \$1,504  | \$1,374  | \$1,294  | \$1,143   | \$1,089  | \$1,003  | \$916    | \$862    | \$900   | \$857    | \$790    | \$722    | \$679    | \$600  | \$572    | \$526    | \$481    | \$453   |
| Brampton Guardian   | Wed           | Tab            | 116,000  | \$8,565  | \$8,095  | \$6,390  | \$5,802  | \$5,586  | \$7,066  | \$6,678  | \$5,271  | \$4,786  | \$4,608  | \$4,711   | \$4,452  | \$3,514  | \$3,191  | \$3,072  | \$3,710   | \$3,506  | \$2,767  | \$2,513  | \$2,419  | \$2,473  | \$2,337  | \$1,845  | \$1,675  | \$1,613 |
| Brampton Guardian   | Thurs         | Tab            | 125,500  | \$8,565  | \$8,095  | \$6,390  | \$5,802  | \$5,586  | \$7,066  | \$6,678  | \$5,271  | \$4,786  | \$4,608  | \$4,711   | \$4,452  | \$3,514  | \$3,191  | \$3,072  | \$3,710   | \$3,506  | \$2,767  | \$2,513  | \$2,419  | \$2,473  | \$2,337  | \$1,845  | \$1,675  | \$1,613 |
| Brampton Guardian   | Fri           | Tab            | 116,000  | \$8,565  | \$8,095  | \$6,390  | \$5,802  | \$5,586  | \$7,066  | \$6,678  | \$5,271  | \$4,786  | \$4,608  | \$4,711   | \$4,452  | \$3,514  | \$3,191  | \$3,072  | \$3,710   | \$3,506  | \$2,767  | \$2,513  | \$2,419  | \$2,473  | \$2,337  | \$1,845  | \$1,675  | \$1,613 |
| Brampton South Asian Focus  | Thurs         | Tab            | 28,200   | See enclosed rate card   |          |          |          |          | See enclosed rate card   |          |          |          |          | See enclosed rate card  |          |          |          |          | See enclosed rate card  |          |          |          |          |  |          |          |          |         |
| Brant News  | Thurs         | Tab            | 49,003   | \$2,638  | \$2,233  | \$2,131  | \$2,071  | \$2,028  | \$1,978  | \$1,719  | \$1,634  | \$1,588  | \$1,529  | \$1,340   | \$1,178  | \$1,116  | \$1,085  | \$1,035  | \$1,109   | \$920    | \$886    | \$826    | \$785    | \$785  | \$609    | \$588    | \$548    | \$521   |
| Brighton Independent  | Thurs         | Tab            | 17,300   | \$2,607  | \$2,391  | \$2,058  | \$1,921  | \$1,823  | \$2,151  | \$1,973  | \$1,698  | \$1,585  | \$1,504  | \$1,434   | \$1,315  | \$1,132  | \$1,056  | \$1,003  | \$1,129   | \$1,036  | \$891    | \$832    | \$790    | \$753  | \$690    | \$594    | \$555    | \$526   |
| Brighton Independent/Northumberland News*                                 | Thurs         | Tab            | 40,100   | \$5,762  | \$5,312  | \$4,449  | \$4,155  | \$3,920  | \$4,754  | \$4,382  | \$3,671  | \$3,428  | \$3,234  | \$3,169   | \$2,921  | \$2,447  | \$2,285  | \$2,156  | \$2,496   | \$2,301  | \$1,927  | \$1,800  | \$1,698  | \$1,664  | \$1,534  | \$1,285  | \$1,200  | \$1,132 |
| Brock Citizen   | Thurs         | Tab            | 5,620    | \$2,391  | \$2,117  | \$1,744  | \$1,568  | \$1,490  | \$1,973  | \$1,746  | \$1,439  | \$1,294  | \$1,229  | \$1,315   | \$1,164  | \$959    | \$862    | \$819    | \$1,036   | \$917    | \$756    | \$679    | \$645    | \$690  | \$611    | \$504    | \$453    | \$430   |
| Burlington Post   | Wed           | Tab            | 49,780   | \$7,605  | \$6,664  | \$4,861  | \$4,449  | \$4,214  | \$6,274  | \$5,498  | \$4,010  | \$3,671  | \$3,477  | \$4,183   | \$3,665  | \$2,673  | \$2,447  | \$2,318  | \$3,294   | \$2,886  | \$2,105  | \$1,927  | \$1,825  | \$2,196  | \$1,924  | \$1,404  | \$1,285  | \$1,217 |
|   | Thurs         | Tab            | 61,000   | \$7,820  | \$6,840  | \$4,998  | \$4,567  | \$4,332  | \$6,452  | \$5,643  | \$4,123  | \$3,768  | \$3,574  | \$4,301   | \$3,762  | \$2,749  | \$2,512  | \$2,382  | \$3,387   | \$2,963  | \$2,165  | \$1,978  | \$1,876  | \$2,258  | \$1,975  | \$1,443  | \$1,319  | \$1,251 |
|   | Fri           | Tab            | 49,780   | \$7,820  | \$6,840  | \$4,998  | \$4,567  | \$4,332  | \$6,452  | \$5,643  | \$4,123  | \$3,768  | \$3,574  | \$4,301   | \$3,762  | \$2,749  | \$2,512  | \$2,382  | \$3,387   | \$2,963  | \$2,165  | \$1,978  | \$1,876  | \$2,258  | \$1,975  | \$1,443  | \$1,319  | \$1,251 |
| Burlington Post/Flamborough Review*                                       | Thurs         | Tab            | 75,750   | \$9,192  | \$8,193  | \$6,154  | \$5,508  | \$5,272  | \$7,584  | \$6,759  | \$5,077  | \$4,544  | \$4,350  | \$5,056   | \$4,506  | \$3,385  | \$3,029  | \$2,900  | \$3,981   | \$3,549  | \$2,666  | \$2,385  | \$2,284  | \$2,654  | \$2,366  | \$1,777  | \$1,590  | \$1,522 |
| Caledon Enterprise  | Tues          | Tab            | 14,685   | \$2,764  | \$2,626  | \$2,313  | \$2,078  | \$1,960  | \$2,280  | \$2,167  | \$1,908  | \$1,714  | \$1,617  | \$1,520   | \$1,445  | \$1,272  | \$1,143  | \$1,078  | \$1,197   | \$1,138  | \$1,002  | \$900    | \$849    | \$798  | \$758    | \$668    | \$600    | \$566   |
|   | Thurs         | Tab            | 16,785   | \$2,764  | \$2,626  | \$2,313  | \$2,078  | \$1,960  | \$2,280  | \$2,167  | \$1,908  | \$1,714  | \$1,617  | \$1,520   | \$1,445  | \$1,272  | \$1,143  | \$1,078  | \$1,197   | \$1,138  | \$1,002  | \$900    | \$849    | \$798  | \$758    | \$668    | \$600    | \$566   |
| Cambridge Times   | Tues/Fri      | Tab            | 42,316   | \$2,775  | \$2,329  | \$1,844  | \$1,798  | \$1,753  | \$2,302  | \$1,921  | \$1,522  | \$1,484  | \$1,446  | \$1,534   | \$1,281  | \$1,014  | \$989    | \$963    | \$1,208   | \$1,008  | \$799    | \$779    | \$759    | \$806  | \$673    | \$533    | \$520    | \$506   |
|   | Thurs         | Tab            | 47,390   | \$3,070  | \$2,562  | \$2,028  | \$1,978  | \$1,928  | \$2,529  | \$2,111  | \$1,674  | \$1,633  | \$1,590  | \$1,688   | \$1,409  | \$1,115  | \$1,088  | \$1,060  | \$1,329   | \$1,109  | \$879    | \$856    | \$835    | \$1,006  | \$740    | \$586    | \$572    | \$556   |
| Carleton Place-Almonte Canadian Gazette                                   | Thurs         | Tab (10 x 189) | 12,646   | \$988  | \$939    | \$889    | \$840    | \$791    | \$816  | \$775    | \$734    | \$694    | \$653    | \$525   | \$500    | \$473    | \$447    | \$420    | \$428   | \$407    | \$386    | \$364    | \$343    | \$287  | \$272    | \$258    | \$244    | \$230   |
| Central Hastings News   | Thurs         | Tab (10 x 189) | 11,730   | \$1,287  | \$1,223  | \$1,158  | \$1,093  | \$1,029  | \$1,062  | \$1,009  | \$956    | \$903    | \$850    | \$682   | \$649    | \$614    | \$580    | \$546    | \$557   | \$529    | \$502    | \$473    | \$446    | \$369  | \$350    | \$332    | \$313    | \$295   |
| City Centre Mirror (includes Annex)                                       | Thurs         | Tab            | 47,100   | \$6,562  | \$6,320  | \$5,957  | \$5,715  | \$5,642  | \$5,413  | \$5,213  | \$4,914  | \$4,714  | \$4,655  | \$3,608   | \$3,476  | \$3,276  | \$3,143  | \$3,103  | \$2,842   | \$2,737  | \$2,579  | \$2,474  | \$2,443  | \$1,895  | \$1,825  | \$1,720  | \$1,650  | \$1,629 |
| Clarington This Week  | Wed/Thurs     | Tab            | 25,731   | \$4,478  | \$4,278  | \$3,519  | \$2,899  | \$2,799  | \$3,694  | \$3,529  | \$2,903  | \$2,392  | \$2,309  | \$2,463   | \$2,353  | \$1,935  | \$1,594  | \$1,539  | \$1,940   | \$1,853  | \$1,524  | \$1,256  | \$1,212  | \$1,293  | \$1,235  | \$1,016  | \$837    | \$808   |
| Collingwood Connection  | Thurs         | Tab            | 11,500   | \$3,259  | \$2,553  | \$2,088  | \$1,859  | \$1,738  | \$2,689  | \$2,175  | \$1,771  | \$1,533  | \$1,433  | \$1,793   | \$1,424  | \$1,180  | \$1,023  | \$956    | \$1,412   | \$1,142  | \$930    | \$806    | \$753    | \$942  | \$736    | \$612    | \$525    | \$502   |
| Collingwood Connection/Wasaga Sun-Stayner Sun*                            | Thurs         | Tab            | 23,000   | \$4,888  | \$3,830  | \$3,133  | \$2,789  | \$2,607  | \$4,033  | \$3,263  | \$2,656  | \$2,300  | \$2,150  | \$2,689   | \$2,136  | \$1,771  | \$1,534  | \$1,434  | \$2,117   | \$1,713  | \$1,395  | \$1,209  | \$1,129  | \$1,412  | \$1,104  | \$918    | \$787    | \$753   |
| Dundas Star News  | Thurs         | Tab            | 18,596   | \$2,568  | \$2,234  | \$1,607  | \$1,274  | \$1,274  | \$2,118  | \$1,843  | \$1,326  | \$1,051  | \$1,051  | \$1,412   | \$1,229  | \$884    | \$701    | \$701    | \$1,112   | \$968    | \$696    | \$552    | \$552    | \$741  | \$645    | \$464    | \$368    | \$368   |
| Dunnville Schem   | See The Schem |                |          |  |          |          |          |          |  |          |          |          |          |   |          |          |          |          |   |          |          |          |          |  |          |          |          |         |
| East York/N. Riverdale/Beach/S. Riverdale Mirrors                         | Thurs         | Tab            | 57,500   | \$8,305  | \$7,917  | \$6,634  | \$6,174  | \$6,028  | \$6,851  | \$6,532  | \$5,474  | \$5,093  | \$4,973  | \$4,568   | \$4,355  | \$3,649  | \$3,396  | \$3,316  | \$3,597   | \$3,429  | \$2,873  | \$2,674  | \$2,611  | \$2,398  | \$2,287  | \$1,916  | \$1,783  | \$1,741 |
| Eastern Ontario Region - 15 Ottawa markets* (see specs for colour charge) | Thurs         | Tab (10 x 189) | 349,704  | \$10,894   | \$10,349 | \$9,804  | \$9,260  | \$8,715  | \$8,987  | \$8,538  | \$8,088  | \$7,640  | \$7,190  | \$5,151   | \$4,893  | \$4,636  | \$4,378  | \$4,121  | \$4,7   |          |          |          |          |  |          |          |          |         |

Modular Gross Rates/Effective March 4, 2013

Additional modular sizes available. Contact your Corporate Account Executive for pricing.

## A - F (Sixth, Eighth, Basebar, Sixteenth and Thirty-Second)

| COMMUNITY NEWSPAPERS  |                |                |          | SIXTH PAGE<br><small>Tab: 5.145" x 3.714",<br/>B/S: 5.145" x 7.17",<br/>unless otherwise noted</small> |          |          |          |          | EIGHTH PAGE<br><small>Tab: H - 5.145" x 2.786",<br/>B/S: 5.145" x 5.285",<br/>unless otherwise noted</small> |          |          |          |          | BASEBAR<br><small>Tab/B/S: 10.375" X 1.785",<br/>unless otherwise noted</small> |          |          |          |          | SIXTEENTH<br><small>Tab/B/S: V- 2.54" x 2.786", H - 5.145" x 1.357",<br/>unless otherwise noted</small> |          |          |          |          | THIRTY SECOND PAGE<br><small>Tab/B/S: 2.54" X 1.357",<br/>unless otherwise noted</small> |          |          |          |       |
|---|----------------|----------------|----------|--|----------|----------|----------|----------|--|----------|----------|----------|----------|---|----------|----------|----------|----------|---|----------|----------|----------|----------|--|----------|----------|----------|-------|
| EDITIONS  | FORMAT         | PRESS RUN      | ONE TIME | 4 TIMES  | 13 TIMES | 26 TIMES | 52 TIMES | ONE TIME | 4 TIMES  | 13 TIMES | 26 TIMES | 52 TIMES | ONE TIME | 4 TIMES   | 13 TIMES | 26 TIMES | 52 TIMES | ONE TIME | 4 TIMES   | 13 TIMES | 26 TIMES | 52 TIMES | ONE TIME | 4 TIMES  | 13 TIMES | 26 TIMES | 52 TIMES |       |
| Ajax/Pickering News Advertiser  | Wed            | Tab            | 54,400   | \$1,317  | \$1,049  | \$921    | \$879    | \$807    | \$1,037  | \$826    | \$725    | \$692    | \$636    | \$1,075   | \$856    | \$752    | \$718    | \$659    | \$544   | \$434    | \$381    | \$363    | \$334    | \$286  | \$228    | \$200    | \$191    | \$175 |
|   | Thurs          | Tab            | 54,400   | \$1,317  | \$1,049  | \$921    | \$879    | \$807    | \$1,037  | \$826    | \$725    | \$692    | \$636    | \$1,075   | \$856    | \$752    | \$718    | \$659    | \$544   | \$434    | \$381    | \$363    | \$334    | \$286  | \$228    | \$200    | \$191    | \$175 |
| Alliston Herald   | Thurs          | Tab            | 21,500   | \$936  | \$698    | \$573    | \$506    | \$494    | \$737  | \$550    | \$452    | \$398    | \$389    | \$764   | \$570    | \$468    | \$413    | \$403    | \$387   | \$289    | \$237    | \$209    | \$204    | \$203  | \$152    | \$124    | \$110    | \$107 |
| Almaguin News   | Thurs          | B/S            | 4,600    | \$417  | \$394    | \$359    | \$348    | \$336    | \$329  | \$310    | \$283    | \$274    | \$265    | \$341   | \$322    | \$293    | \$284    | \$274    | \$172   | \$163    | \$149    | \$144    | \$139    | \$91   | \$86     | \$78     | \$75     | \$73  |
| Ancaster News   | Thurs          | Tab            | 12,283   | \$494  | \$430    | \$309    | \$245    | \$245    | \$389  | \$339    | \$244    | \$193    | \$193    | \$403   | \$351    | \$253    | \$200    | \$200    | \$204   | \$178    | \$128    | \$101    | \$101    | \$107  | \$93     | \$67     | \$53     | \$53  |
| Arnprior Chronicle Guide  | Thurs          | Tab (10 x 189) | 8,105    | \$207  | \$196    | \$186    | \$175    | \$165    | \$161  | \$153    | \$145    | \$137    | \$130    | \$190   | \$181    | \$171    | \$161    | \$152    | \$85  | \$81     | \$77     | \$72     | \$67     | \$45   | \$42     | \$40     | \$38     | \$36  |
| Arthur Enterprise News  | Wed            | Tab            | 1,000    | \$250  | \$246    | \$229    | \$220    | \$216    | \$197  | \$193    | \$180    | \$173    | \$170    | \$204   | \$201    | \$187    | \$180    | \$176    | \$103   | \$102    | \$95     | \$91     | \$89     | \$54   | \$53     | \$50     | \$48     | \$47  |
| Barrie Advance  | Tues           | Tab            | 52,800   | \$1,228  | \$1,105  | \$994    | \$895    | \$794    | \$900  | \$810    | \$729    | \$656    | \$583    | \$850   | \$765    | \$689    | \$620    | \$550    | \$540   | \$486    | \$438    | \$394    | \$437    | \$378  | \$340    | \$306    | \$276    | \$306 |
| Barrie Advance/Innisfil Journal (zoning available)                        | Thurs          | Tab            | 63,600   | \$1,574  | \$1,417  | \$1,275  | \$1,144  | \$1,039  | \$1,155  | \$1,039  | \$935    | \$839    | \$762    | \$1,091   | \$982    | \$883    | \$792    | \$720    | \$693   | \$623    | \$561    | \$503    | \$457    | \$520  | \$468    | \$421    | \$377    | \$343 |
| Belleville News   | Thurs          | Tab (10 x 189) | 24,135   | \$329  | \$313    | \$297    | \$281    | \$263    | \$248  | \$236    | \$223    | \$211    | \$198    | \$261   | \$248    | \$236    | \$222    | \$209    | \$131   | \$123    | \$117    | \$110    | \$104    | \$68   | \$65     | \$61     | \$58     | \$55  |
| Bloor West Villager   | Thurs          | Tab            | 33,800   | \$773  | \$755    | \$723    | \$686    | \$676    | \$609  | \$594    | \$569    | \$540    | \$532    | \$631   | \$616    | \$589    | \$560    | \$552    | \$320   | \$313    | \$299    | \$283    | \$279    | \$168  | \$164    | \$157    | \$148    | \$147 |
| Bracebridge Examiner  | Wed            | B/S            | 5,500    | \$661  | \$614    | \$585    | \$585    | \$585    | \$520  | \$484    | \$461    | \$461    | \$461    | \$539   | \$501    | \$478    | \$478    | \$478    | \$273   | \$254    | \$242    | \$242    | \$242    | \$143  | \$133    | \$127    | \$127    | \$127 |
| Bradford West Gwillimbury Topic   | Thurs          | Tab            | 10,300   | \$400  | \$381    | \$351    | \$321    | \$302    | \$315  | \$300    | \$276    | \$253    | \$238    | \$326   | \$311    | \$286    | \$262    | \$246    | \$165   | \$158    | \$145    | \$133    | \$125    | \$87   | \$83     | \$76     | \$70     | \$66  |
| Brampton Guardian   | Wed            | Tab            | 116,000  | \$1,649  | \$1,558  | \$1,230  | \$1,117  | \$1,075  | \$1,298  | \$1,227  | \$969    | \$879    | \$847    | \$1,346   | \$1,272  | \$1,004  | \$912    | \$878    | \$682   | \$644    | \$509    | \$462    | \$445    | \$358  | \$338    | \$267    | \$242    | \$233 |
| Brampton Guardian   | Thurs          | Tab            | 125,500  | \$1,649  | \$1,558  | \$1,230  | \$1,117  | \$1,075  | \$1,298  | \$1,227  | \$969    | \$879    | \$847    | \$1,346   | \$1,272  | \$1,004  | \$912    | \$878    | \$682   | \$644    | \$509    | \$462    | \$445    | \$358  | \$338    | \$267    | \$242    | \$233 |
| Brampton Guardian   | Fri            | Tab            | 116,000  | \$1,649  | \$1,558  | \$1,230  | \$1,117  | \$1,075  | \$1,298  | \$1,227  | \$969    | \$879    | \$847    | \$1,346   | \$1,272  | \$1,004  | \$912    | \$878    | \$682   | \$644    | \$509    | \$462    | \$445    | \$358  | \$338    | \$267    | \$242    | \$233 |
| Brampton South Asian Focus  | Thurs          | Tab            | 28,200   | See enclosed rate card   |          |          |          |          | See enclosed rate card   |          |          |          |          | See enclosed rate card  |          |          |          |          | See enclosed rate card  |          |          |          |          |  |          |          |          |       |
| Brant News  | Thurs          | Tab            | 49,003   | \$514  | \$487    | \$467    | \$440    | \$420    | \$325  | \$312    | \$298    | \$278    | \$264    | \$204   | \$189    | \$176    | \$162    | \$135    | \$165   | \$147    | \$135    | \$132    | \$129    | \$88   | \$76     | \$68     | \$65     | \$61  |
| Brighton Independent  | Thurs          | Tab            | 17,300   | \$502  | \$460    | \$396    | \$370    | \$351    | \$395  | \$362    | \$312    | \$291    | \$276    | \$410   | \$376    | \$323    | \$302    | \$286    | \$207   | \$190    | \$164    | \$153    | \$145    | \$109  | \$100    | \$86     | \$80     | \$76  |
| Brighton Independent/Northumberland News*                                 | Thurs          | Tab            | 40,100   | \$1,109  | \$1,022  | \$856    | \$800    | \$755    | \$874  | \$805    | \$674    | \$630    | \$594    | \$906   | \$835    | \$699    | \$653    | \$616    | \$459   | \$423    | \$354    | \$331    | \$312    | \$241  | \$222    | \$186    | \$174    | \$164 |
| Brock Citizen   | Thurs          | Tab            | 5,620    | \$460  | \$407    | \$336    | \$302    | \$287    | \$362  | \$321    | \$264    | \$238    | \$226    | \$376   | \$333    | \$274    | \$246    | \$234    | \$190   | \$168    | \$139    | \$125    | \$119    | \$100  | \$88     | \$73     | \$66     | \$62  |
| Burlington Post   | Wed            | Tab            | 49,780   | \$1,464  | \$1,283  | \$936    | \$856    | \$811    | \$1,153  | \$1,010  | \$737    | \$674    | \$639    | \$1,195   | \$1,047  | \$764    | \$699    | \$662    | \$605   | \$530    | \$387    | \$354    | \$335    | \$318  | \$278    | \$203    | \$186    | \$176 |
|   | Thurs          | Tab            | 61,000   | \$1,505  | \$1,317  | \$962    | \$879    | \$834    | \$1,186  | \$1,037  | \$758    | \$692    | \$657    | \$1,229   | \$1,075  | \$785    | \$718    | \$681    | \$622   | \$544    | \$398    | \$363    | \$345    | \$327  | \$286    | \$209    | \$191    | \$181 |
|   | Fri            | Tab            | 49,780   | \$1,505  | \$1,317  | \$962    | \$879    | \$834    | \$1,186  | \$1,037  | \$758    | \$692    | \$657    | \$1,229   | \$1,075  | \$785    | \$718    | \$681    | \$622   | \$544    | \$398    | \$363    | \$345    | \$327  | \$286    | \$209    | \$191    | \$181 |
| Burlington Post/Flamborough Review*                                       | Thurs          | Tab            | 75,750   | \$1,770  | \$1,577  | \$1,185  | \$1,060  | \$1,015  | \$1,394  | \$1,242  | \$933    | \$835    | \$799    | \$1,445   | \$1,287  | \$967    | \$865    | \$829    | \$732   | \$652    | \$490    | \$438    | \$420    | \$384  | \$342    | \$257    | \$230    | \$220 |
| Caledon Enterprise  | Tues           | Tab            | 14,685   | \$532  | \$506    | \$445    | \$400    | \$377    | \$419  | \$398    | \$351    | \$315    | \$297    | \$434   | \$413    | \$363    | \$326    | \$308    | \$220   | \$209    | \$184    | \$165    | \$156    | \$115  | \$110    | \$97     | \$87     | \$82  |
|   | Thurs          | Tab            | 16,785   | \$532  | \$506    | \$445    | \$400    | \$377    | \$419  | \$398    | \$351    | \$315    | \$297    | \$434   | \$413    | \$363    | \$326    | \$308    | \$220   | \$209    | \$184    | \$165    | \$156    | \$115  | \$110    | \$97     | \$87     | \$82  |
| Cambridge Times   | Tues/Fri       | Tab            | 42,316   | \$538  | \$448    | \$355    | \$347    | \$338    | \$423  | \$353    | \$280    | \$273    | \$266    | \$439   | \$366    | \$289    | \$282    | \$275    | \$222   | \$186    | \$147    | \$144    | \$140    | \$116  | \$98     | \$78     | \$75     | \$73  |
|   | Thurs          | Tab            | 47,390   | \$594  | \$493    | \$391    | \$382    | \$372    | \$465  | \$388    | \$308    | \$300    | \$293    | \$482   | \$402    | \$319    | \$311    | \$302    | \$247   | \$205    | \$162    | \$158    | \$154    | \$129  | \$112    | \$86     | \$84     | \$80  |
| Carleton Place-Almonte Canadian Gazette                                   | Thurs          | Tab (10 x 189) | 12,646   | \$196  | \$187    | \$176    | \$166    | \$157    | \$148  | \$140    | \$133    | \$125    | \$118    | \$155   | \$148    | \$140    | \$132    | \$124    | \$78  | \$73     | \$69     | \$66     | \$62     | \$41   | \$39     | \$37     | \$35     | \$33  |
| Central Hastings News   | Thurs          | Tab (10 x 189) | 11,730   | \$254  | \$241    | \$228    | \$215    | \$203    | \$191  | \$182    | \$171    | \$162    | \$153    | \$202   | \$192    | \$182    | \$172    | \$162    | \$100   | \$95     | \$90     | \$86     | \$81     | \$53   | \$50     | \$47     | \$45     | \$42  |
| City Centre Mirror (includes Annex)                                       | Thurs          | Tab            | 47,100   | \$1,263  | \$1,217  | \$1,146  | \$1,099  | \$1,086  | \$994  | \$957    | \$903    | \$866    | \$855    | \$1,031   | \$993    | \$936    | \$898    | \$887    | \$523   | \$503    | \$474    | \$455    | \$448    | \$274  | \$264    | \$248    | \$238    | \$236 |
| Clarington This Week  | Wed/Thurs      | Tab            | 25,731   | \$862  | \$823    | \$677    | \$558    | \$539    | \$679  | \$649    | \$533    | \$440    | \$424    | \$704   | \$672    | \$553    | \$456    | \$440    | \$356   | \$341    | \$281    | \$231    | \$222    | \$187  | \$179    | \$147    | \$121    | \$117 |
| Collingwood Connection  | Thurs          | Tab            | 11,500   | \$628  | \$508    | \$413    | \$358    | \$335    | \$494  | \$400    | \$325    | \$282    | \$263    | \$512   | \$414    | \$338    | \$292    | \$273    | \$269   | \$209    | \$171    | \$154    | \$139    | \$154  | \$133    | \$121    | \$105    | \$92  |
| Collingwood Connection/Wasaga Sun-Stayner Sun*                            | Thurs          | Tab            | 23,000   | \$941  | \$761    | \$619    | \$537    | \$502    | \$741  | \$600    | \$488    | \$423    | \$395    | \$768   | \$621    | \$506    | \$438    | \$409    | \$403   | \$314    | \$257    | \$231    | \$209    | \$230  | \$199    | \$181    | \$158    | \$139 |
| Dundas Star News  | Thurs          | Tab            | 18,596   | \$494  | \$430    | \$309    | \$245    | \$245    | \$389  | \$339    | \$244    | \$193    | \$193    | \$403   | \$351    | \$253    | \$200    | \$200    | \$204   | \$178    | \$128    | \$101    | \$101    | \$107  | \$93     | \$67     | \$53     | \$53  |
| Dunnville Sachem  | See The Sachem |                |          |  |          |          |          |          |  |          |          |          |          |   |          |          |          |          |   |          |          |          |          |  |          |          |          |       |
| East York/N. Riverdale/Beach/S. Riverdale Mirrors                         | Thurs          | Tab            | 57,500   | \$1,599  | \$1,524  | \$1,277  | \$1,188  | \$1,160  | \$1,259  | \$1,201  | \$1,006  | \$936    | \$914    | \$1,305   | \$1,244  | \$1,043  | \$970    | \$947    | \$661   | \$630    | \$527    | \$492    | \$479    | \$347  | \$331    | \$277    | \$258    | \$252 |
| Eastern Ontario Region - 15 Ottawa markets* (see specs for colour charge) | Thurs          | Tab (10 x 189) | 349,704  | \$1,803  | \$1,713  | \$1,623  | \$1,532  | \$1,442  | \$1,411  | \$1,341  | \$1,271  | \$1,200  | \$1,129  | \$1,712   | \$1,626  | \$1,540  | \$1,455  | \$1,370  | \$741   | \$704    | \$667    | \$630    | \$593    | \$389  | \$370    | \$350    | \$330    | \$311 |
| Eastern Ontario Region - 9 Seaway markets* (see specs for colour charge)  | Thurs          | Tab (10 x 189) | 185,011  | \$1,020  | \$969    | \$918    | \$867    | \$816    | \$785  | \$746    | \$707    | \$668    | \$628    | \$1,059   | \$1,007  | \$953    | \$901    | \$847    | \$412   | \$392    | \$371    | \$350    | \$330    | \$216  | \$206    | \$195    | \$184    | \$173 |
| Eastern Ontario Region - Ottawa + Seaway* (see specs for colour charge)   | Thurs          | Tab (10 x 189) | 534,715  | \$2,682  | \$2,547  | \$2,413  | \$2,280  | \$2,145  | \$2,071  | \$1,966  | \$1,863  | \$1,759  | \$1,656  | \$2,639   | \$2,508  | \$2,376  | \$2,243  | \$2,112  | \$1,087   | \$1,032  | \$978    | \$924    | \$870    | \$571  | \$542    | \$513    | \$485    | \$457 |
| Elmira Independent  | Thurs          | Tab            | 3,000    | \$276  | \$272    | \$255    | \$246    | \$242    | \$217  | \$214    | \$201    | \$194    | \$191    | \$225   | \$222    | \$208    | \$201    | \$198    | \$114   | \$112    | \$105    | \$102    | \$100    | \$60   | \$59     | \$55     | \$53     | \$53  |
| Erin Advocate   | Wed            | Tab            | 2,500    | \$536  | \$479    | \$411    | \$362    | \$343    | \$422  | \$377    | \$324    | \$285    | \$270    | \$437   | \$391    | \$336    | \$296    | \$280    | \$222   | \$198    | \$170    | \$150    | \$142    | \$116  | \$104    | \$89     | \$79     | \$75  |
| Etobicoke Guardian  | Tues           | Tab            | 69,950   | \$1,771  | \$1,734  | \$1,641  | \$1,571  | \$1,552  | \$1,395  | \$1,365  |          |          |          |   |          |          |          |          |   |          |          |          |          |  |          |          |          |       |

Modular Gross Rates/Effective March 4, 2013

Additional modular sizes available. Contact your Corporate Account Executive for pricing.

## G - N (Full, Three-Quarter, Half, Three-Eighths and Quarter)

| COMMUNITY NEWSPAPERS   | EDITIONS               | FORMAT         | PRESS RUN | FULL PAGE<br><small>Tab: 10.375" x 11.5"<br/>B/S: 10.375" X 21.5"<br/>unless otherwise noted</small> |          |          |          |          | THREE-QUARTER PAGE<br><small>Tab: 10.375" x 8.571"<br/>B/S: 10.375" X 16.125"<br/>unless otherwise noted</small> |          |          |          |          | HALF PAGE<br><small>Tab: V - 5.145" x 11.5", H - 10.375" x 5.71"<br/>B/S: V - 5.145" x 21.5", H - 10.375" x 10.75"<br/>unless otherwise noted</small> |         |          |          |          | THREE-EIGHTS<br><small>Tab: V - 5.145" x 8.571"<br/>B/S: V - 5.145" x 16.125"<br/>unless otherwise noted</small> |         |          |          |          | QUARTER PAGE<br><small>Tab: V - 5.145" x 5.71", H - 10.375" x 2.786"<br/>B/S: V - 5.145" x 10.75", H - 10.375" x 5.375"<br/>unless otherwise noted</small> |         |          |          |          |
|--|------------------------|----------------|-----------|--|----------|----------|----------|----------|--|----------|----------|----------|----------|---|---------|----------|----------|----------|--|---------|----------|----------|----------|--|---------|----------|----------|----------|
|  |                        |                |           | ONE TIME   | 4 TIMES  | 13 TIMES | 26 TIMES | 52 TIMES | ONE TIME   | 4 TIMES  | 13 TIMES | 26 TIMES | 52 TIMES | ONE TIME  | 4 TIMES | 13 TIMES | 26 TIMES | 52 TIMES | ONE TIME   | 4 TIMES | 13 TIMES | 26 TIMES | 52 TIMES | ONE TIME   | 4 TIMES | 13 TIMES | 26 TIMES | 52 TIMES |
| Georgetown/Acton - The Independent & Free Press  | Tues/Thurs             | Tab            | 22,800    | \$3,881  | \$3,175  | \$2,901  | \$2,666  | \$2,587  | \$3,202  | \$2,620  | \$2,393  | \$2,199  | \$2,134  | \$2,134   | \$1,746 | \$1,595  | \$1,466  | \$1,423  | \$1,681  | \$1,375 | \$1,256  | \$1,155  | \$1,121  | \$1,121  | \$917   | \$838    | \$770    | \$747    |
| Georgina Advocate  | Thurs                  | Tab            | 17,600    | \$2,901  | \$2,489  | \$1,980  | \$1,823  | \$1,725  | \$2,393  | \$2,054  | \$1,633  | \$1,504  | \$1,423  | \$1,595   | \$1,369 | \$1,089  | \$1,003  | \$949    | \$1,256  | \$1,078 | \$857    | \$790    | \$747    | \$838  | \$719   | \$572    | \$526    | \$498    |
| Glanbrook Gazette  | Thurs                  | Tab            | 7,078     | \$1,176  | \$1,137  | \$882    | \$882    | \$882    | \$970  | \$938    | \$728    | \$728    | \$728    | \$647   | \$625   | \$485    | \$485    | \$485    | \$509  | \$492   | \$382    | \$382    | \$382    | \$340  | \$328   | \$255    | \$255    | \$255    |
| Grand River Sachem   | See The Sachem         |                |           |  |          |          |          |          |  |          |          |          |          |   |         |          |          |          |  |         |          |          |          |  |         |          |          |          |
| Gravenhurst Banner   | Wed                    | B/S            | 3,500     | \$2,980  | \$2,860  | \$2,769  | \$2,769  | \$2,769  | \$2,458  | \$2,359  | \$2,285  | \$2,285  | \$2,285  | \$1,639   | \$1,573 | \$1,523  | \$1,523  | \$1,523  | \$1,291  | \$1,239 | \$1,199  | \$1,199  | \$1,199  | \$860  | \$826   | \$800    | \$800    | \$800    |
| Grimsby Lincoln News (see Niagara This Week for Thurs)                                     | Wed                    | Tab: see specs | 21,500    | \$2,881  | \$2,073  | \$1,705  | \$1,529  | \$1,470  | \$2,377  | \$1,710  | \$1,407  | \$1,261  | \$1,213  | \$1,585   | \$1,140 | \$938    | \$841    | \$809    | \$1,248  | \$898   | \$739    | \$662    | \$637    | \$832  | \$598   | \$492    | \$441    | \$424    |
| Guelph Mercury (Daily)   | See enclosed rate card |                |           |  |          |          |          |          |  |          |          |          |          |   |         |          |          |          |  |         |          |          |          |  |         |          |          |          |
| Guelph Tribune   | Tues                   | Tab            | 40,000    | \$2,790  | \$2,329  | \$1,844  | \$1,798  | \$1,753  | \$2,302  | \$1,921  | \$1,522  | \$1,484  | \$1,446  | \$1,534   | \$1,281 | \$1,014  | \$989    | \$963    | \$1,208  | \$1,008 | \$799    | \$779    | \$759    | \$806  | \$673   | \$533    | \$520    | \$506    |
|  | Thurs                  | Tab            | 45,000    | \$3,070  | \$2,562  | \$2,028  | \$1,978  | \$1,928  | \$2,529  | \$2,111  | \$1,674  | \$1,633  | \$1,590  | \$1,688   | \$1,409 | \$1,115  | \$1,088  | \$1,060  | \$1,329  | \$1,109 | \$879    | \$856    | \$835    | \$888  | \$740   | \$586    | \$572    | \$556    |
| Haldimand Sachem   | See The Sachem         |                |           |  |          |          |          |          |  |          |          |          |          |   |         |          |          |          |  |         |          |          |          |  |         |          |          |          |
| Hamilton Community News -All 4 Papers (Ancaster, Dundas, Hamilton Mountain, Stoney Creek)* | Thurs                  | Tab            | 113,489   | \$11,682   | \$10,310 | \$7,448  | \$6,154  | \$6,154  | \$9,637  | \$8,505  | \$6,145  | \$5,077  | \$5,077  | \$6,425   | \$5,670 | \$4,096  | \$3,385  | \$3,385  | \$5,060  | \$4,465 | \$3,226  | \$2,666  | \$2,666  | \$3,373  | \$2,977 | \$2,151  | \$1,777  | \$1,777  |
| Hamilton Mountain  | Thurs                  | Tab            | 50,593    | \$4,234  | \$3,783  | \$2,764  | \$2,332  | \$2,332  | \$3,493  | \$3,121  | \$2,280  | \$1,924  | \$1,924  | \$2,328   | \$2,081 | \$1,520  | \$1,283  | \$1,283  | \$1,834  | \$1,638 | \$1,197  | \$1,010  | \$1,010  | \$1,222  | \$1,092 | \$798    | \$673    | \$673    |
| Hamilton Spectator (Daily)   | See enclosed rate card |                |           |  |          |          |          |          |  |          |          |          |          |   |         |          |          |          |  |         |          |          |          |  |         |          |          |          |
| Huntsville Forester  | Wed                    | B/S            | 6,300     | \$2,739  | \$2,649  | \$2,528  | \$2,318  | \$2,227  | \$2,260  | \$2,185  | \$2,086  | \$1,912  | \$1,838  | \$1,507   | \$1,457 | \$1,391  | \$1,275  | \$1,225  | \$1,186  | \$1,147 | \$1,095  | \$1,004  | \$965    | \$791  | \$765   | \$730    | \$669    | \$643    |
| Innisfil Journal   | Thurs                  | Tab            | 10,800    | \$2,078  | \$1,980  | \$1,823  | \$1,666  | \$1,568  | \$1,714  | \$1,633  | \$1,504  | \$1,374  | \$1,294  | \$1,143   | \$1,089 | \$1,003  | \$916    | \$862    | \$900  | \$857   | \$790    | \$722    | \$679    | \$600  | \$572   | \$526    | \$481    | \$453    |
| Kanata Courier Standard  | Thurs                  | Tab (10 x 189) | 28,835    | \$1,836  | \$1,744  | \$1,652  | \$1,561  | \$1,469  | \$1,515  | \$1,439  | \$1,364  | \$1,287  | \$1,212  | \$926   | \$879   | \$833    | \$787    | \$741    | \$796  | \$756   | \$716    | \$676    | \$636    | \$471  | \$447   | \$423    | \$400    | \$376    |
| Kawartha Lakes This Week (Lindsay/Bobcaygeon/Fenelon Falls)                                | Tues                   | Tab            | 16,281    | \$4,312  | \$3,646  | \$3,038  | \$2,724  | \$2,587  | \$3,557  | \$3,008  | \$2,506  | \$2,248  | \$2,134  | \$2,372   | \$2,005 | \$1,671  | \$1,498  | \$1,423  | \$1,868  | \$1,579 | \$1,316  | \$1,180  | \$1,121  | \$1,245  | \$1,053 | \$877    | \$787    | \$747    |
|  | Thurs                  | Tab            | 29,943    | \$4,312  | \$3,646  | \$3,038  | \$2,724  | \$2,587  | \$3,557  | \$3,008  | \$2,506  | \$2,248  | \$2,134  | \$2,372   | \$2,005 | \$1,671  | \$1,498  | \$1,423  | \$1,868  | \$1,579 | \$1,316  | \$1,180  | \$1,121  | \$1,245  | \$1,053 | \$877    | \$787    | \$747    |
| Kemptville Advance   | Thurs                  | Tab (10 x 189) | 9,661     | \$910  | \$865    | \$819    | \$773    | \$728    | \$751  | \$713    | \$676    | \$639    | \$601    | \$487   | \$462   | \$438    | \$413    | \$390    | \$394  | \$374   | \$355    | \$336    | \$315    | \$267  | \$253   | \$240    | \$226    | \$213    |
| King Connection  | Thurs                  | Tab            | 8,300     | \$977  | \$888    | \$769    | \$733    | \$665    | \$769  | \$700    | \$606    | \$578    | \$523    | \$539   | \$489   | \$423    | \$385    | \$366    | \$423  | \$386   | \$334    | \$302    | \$288    | \$296  | \$269   | \$233    | \$222    | \$201    |
| Kingston Heritage  | Thurs                  | Tab (10 x 189) | 47,700    | \$1,600  | \$1,521  | \$1,440  | \$1,361  | \$1,280  | \$1,321  | \$1,255  | \$1,188  | \$1,122  | \$1,057  | \$1,083   | \$1,029 | \$974    | \$920    | \$866    | \$694  | \$659   | \$624    | \$590    | \$555    | \$620  | \$589   | \$558    | \$527    | \$496    |
| Kitchener (See Waterloo Regional Record - Daily)   | See enclosed rate card |                |           |  |          |          |          |          |  |          |          |          |          |   |         |          |          |          |  |         |          |          |          |  |         |          |          |          |
| Kitchener Post   | Fri                    | Tab            | 60,000    | \$3,690  | \$3,282  | \$2,509  | \$2,399  | \$2,287  | \$3,044  | \$2,708  | \$2,071  | \$1,982  | \$1,888  | \$2,029   | \$1,805 | \$1,380  | \$1,324  | \$1,258  | \$1,598  | \$1,422 | \$1,086  | \$1,041  | \$989    | \$1,065  | \$948   | \$725    | \$693    | \$660    |
| Listowel Banner  | Wed                    | Tab            | 3,900     | \$1,496  | \$1,474  | \$1,408  | \$1,364  | \$1,342  | \$1,234  | \$1,216  | \$1,162  | \$1,125  | \$1,107  | \$823   | \$811   | \$774    | \$750    | \$738    | \$648  | \$638   | \$610    | \$591    | \$581    | \$432  | \$426   | \$407    | \$394    | \$388    |
| Listowel Independent Plus  | Thurs                  | Tab            | 24,500    | \$1,760  | \$1,738  | \$1,672  | \$1,628  | \$1,606  | \$1,452  | \$1,434  | \$1,379  | \$1,343  | \$1,325  | \$968   | \$956   | \$920    | \$895    | \$883    | \$762  | \$753   | \$724    | \$705    | \$696    | \$508  | \$502   | \$483    | \$470    | \$464    |
| London Community News  | Thurs                  | Tab            | 128,000   | \$3,558  | \$3,380  | \$3,202  | \$3,024  | \$2,669  | \$2,681  | \$2,547  | \$2,413  | \$2,279  | \$2,011  | \$1,822   | \$1,731 | \$1,640  | \$1,549  | \$1,367  | \$1,407  | \$1,337 | \$1,267  | \$1,196  | \$1,056  | \$940  | \$893   | \$846    | \$799    | \$705    |
| Manotick News  | Thurs                  | Tab (10 x 189) | 11,125    | \$1,209  | \$1,148  | \$1,087  | \$1,027  | \$967    | \$997  | \$947    | \$898    | \$848    | \$798    | \$620   | \$589   | \$558    | \$527    | \$496    | \$523  | \$497   | \$471    | \$445    | \$418    | \$318  | \$302   | \$286    | \$270    | \$254    |
| Markham Economist & Sun  | Thurs/Sat              | Tab            | 69,230    | \$7,350  | \$6,488  | \$5,586  | \$4,998  | \$4,704  | \$6,064  | \$5,352  | \$4,608  | \$4,123  | \$3,881  | \$4,043   | \$3,568 | \$3,072  | \$2,749  | \$2,587  | \$3,183  | \$2,810 | \$2,419  | \$2,165  | \$2,037  | \$2,122  | \$1,873 | \$1,613  | \$1,443  | \$1,358  |
| Markham Econ. & Sun/Stouffville Sun-Tribune*   | Thurs/Sat              | Tab            | 82,940    | \$8,585  | \$7,664  | \$6,644  | \$5,978  | \$5,488  | \$7,082  | \$6,322  | \$5,482  | \$4,932  | \$4,528  | \$4,722   | \$4,215 | \$3,654  | \$3,288  | \$3,018  | \$3,718  | \$3,319 | \$2,878  | \$2,589  | \$2,377  | \$2,479  | \$2,213 | \$1,919  | \$1,726  | \$1,585  |
| Meaford Express/Blue Mountain Courier Herald   | Wed                    | Tab            | 6,400     | \$2,737  | \$2,455  | \$1,987  | \$1,758  | \$1,586  | \$2,258  | \$2,163  | \$1,735  | \$1,450  | \$1,307  | \$1,506   | \$1,389 | \$1,156  | \$968    | \$872    | \$1,186  | \$1,136 | \$912    | \$762    | \$687    | \$792  | \$707   | \$592    | \$483    | \$458    |
| Midland Penetanguishene Mirror   | Thurs                  | Tab            | 20,800    | \$4,351  | \$3,038  | \$2,509  | \$2,332  | \$2,234  | \$3,590  | \$2,506  | \$2,070  | \$1,924  | \$1,843  | \$2,393   | \$1,671 | \$1,380  | \$1,283  | \$1,229  | \$1,885  | \$1,316 | \$1,087  | \$1,010  | \$968    | \$1,256  | \$877   | \$724    | \$673    | \$645    |
| Milton Canadian Champion   | Tues                   | Tab            | 22,350    | \$4,818  | \$3,825  | \$2,832  | \$2,517  | \$2,300  | \$3,674  | \$2,898  | \$2,122  | \$1,887  | \$1,724  | \$2,408   | \$1,912 | \$1,415  | \$1,258  | \$1,149  | \$1,841  | \$1,461 | \$1,081  | \$964    | \$878    | \$1,204  | \$955   | \$707    | \$628    | \$574    |
|  | Thurs                  | Tab            | 27,200    | \$5,010  | \$3,977  | \$2,945  | \$2,617  | \$2,380  | \$3,758  | \$2,982  | \$2,207  | \$1,962  | \$1,792  | \$2,505   | \$1,988 | \$1,471  | \$1,307  | \$1,195  | \$1,914  | \$1,519 | \$1,125  | \$1,001  | \$912    | \$1,252  | \$992   | \$732    | \$653    | \$596    |
| Minto Express  | Wed                    | Tab            | 1,500     | \$1,342  | \$1,320  | \$1,254  | \$1,210  | \$1,188  | \$1,107  | \$1,089  | \$1,035  | \$998    | \$980    | \$738   | \$726   | \$690    | \$666    | \$653    | \$581  | \$572   | \$543    | \$524    | \$515    | \$388  | \$381   | \$362    | \$349    | \$343    |
| Mississauga News   | Wed/Fri                | Tab            | 124,500   | \$14,406   | \$13,250 | \$10,623 | \$9,800  | \$9,800  | \$11,885   | \$10,931 | \$8,764  | \$8,085  | \$8,085  | \$7,923   | \$7,287 | \$5,843  | \$5,390  | \$5,390  | \$6,240  | \$5,739 | \$4,601  | \$4,245  | \$4,245  | \$4,160  | \$3,826 | \$3,067  | \$2,830  | \$2,830  |
| Mississauga News Booster   | Thurs                  | Tab            | 77,100    | \$3,052  | \$2,999  | \$2,882  | \$2,699  | \$2,464  | \$2,518  | \$2,475  | \$2,377  | \$2,227  | \$2,033  | \$1,700   | \$1,641 | \$1,494  | \$1,482  | \$1,355  | \$1,322  | \$1,299 | \$1,248  | \$1,169  | \$1,067  | \$923  | \$900   | \$853    | \$817    | \$735    |
| Mississauga News This Week (Apt/Condo/Malton Edition)                                      | Thurs                  | Tab            | 75,900    | \$6,115  | \$5,743  | \$4,684  | \$4,449  | \$4,449  | \$5,045  | \$4,738  | \$3,865  | \$3,671  | \$3,671  | \$3,363   | \$3,159 | \$2,576  | \$2,447  | \$2,447  | \$2,649  | \$2,487 | \$2,029  | \$1,927  | \$1,927  | \$1,766  | \$1,658 | \$1,353  | \$1,285  | \$1,285  |
| Mount Forest Confederate   | Wed                    | Tab            | 2,700     | \$1,298  | \$1,276  | \$1,188  | \$1,144  | \$1,122  | \$1,071  | \$1,053  | \$980    | \$944    | \$926    | \$714   | \$702   | \$653    | \$629    | \$617    | \$562  | \$553   | \$515    | \$495    | \$486    | \$375  | \$368   | \$343    | \$330    | \$324    |
| Muskoka Sun (summer only)  | Fri                    | Tab            | 10,000    | \$3,718  | \$3,410  | \$2,596  | \$2,596  | \$2,596  | \$3,067  | \$2,813  | \$2,142  | \$2,142  | \$2,142  | \$2,045   | \$1,876 | \$1,428  | \$1,428  | \$1,428  | \$1,610  | \$1,477 | \$1,124  | \$1,124  | \$1,124  | \$1,074  | \$985   | \$750    | \$750    | \$750    |
| Muskoka District Weekender (includes Bracebridge, Gravenhurst and Huntsville)              | Fri                    | Tab            | 25,990    | \$4,532  | \$4,510  | \$4,312  | \$4,290  | \$4,268  | \$3,739  | \$3,721  | \$3,557  | \$3,539  | \$3,521  | \$2,493   | \$2,481 | \$2,372  | \$2,360  | \$2,347  | \$1,963  | \$1,953 | \$1,868  | \$1,858  | \$1,849  | \$1,309  | \$1,302 |          |          |          |

Modular Gross Rates/Effective March 4, 2013

Additional modular sizes available. Contact your Corporate Account Executive for pricing.

## G- N (Sixth, Eighth, Basebar, Sixteenth and Thirty-Second)

| COMMUNITY NEWSPAPERS   | EDITIONS               | FORMAT         | PRESS RUN | SIXTH PAGE<br><small>Tab: 5.145" x 3.714",<br/>B/S: 5.145" x 7.17",<br/>unless otherwise noted</small> |         |          |          |          |          | EIGHTH PAGE<br><small>Tab: H - 5.145" x 2.786",<br/>B/S: 5.145" x 5.285",<br/>unless otherwise noted</small> |          |          |          |               |         | BASEBAR<br><small>Tab/B/S: 10.375" X 1.785",<br/>unless otherwise noted</small> |          |          |          |         |          | SIXTEENTH<br><small>Tab/B/S: V- 2.54" x 2.786", H - 5.145" x 1.357",<br/>unless otherwise noted</small> |          |          |         |          |          | THIRTY SECOND PAGE<br><small>Tab/B/S: 2.54" X 1.357",<br/>unless otherwise noted</small> |      |  |  |  |  |
|--|------------------------|----------------|-----------|--|---------|----------|----------|----------|----------|--|----------|----------|----------|---------------|---------|---|----------|----------|----------|---------|----------|---|----------|----------|---------|----------|----------|--|------|--|--|--|--|
|  |                        |                |           | ONE TIME   | 4 TIMES | 13 TIMES | 26 TIMES | 52 TIMES | ONE TIME | 4 TIMES  | 13 TIMES | 26 TIMES | 52 TIMES | ONE TIME      | 4 TIMES | 13 TIMES  | 26 TIMES | 52 TIMES | ONE TIME | 4 TIMES | 13 TIMES | 26 TIMES  | 52 TIMES | ONE TIME | 4 TIMES | 13 TIMES | 26 TIMES | 52 TIMES   |      |  |  |  |  |
| Georgetown/Acton - The Independent & Free Press  | Tues/Thurs             | Tab            | 22,800    | \$747  | \$611   | \$558    | \$513    | \$498    | \$588    | \$481  | \$440    | \$404    | \$392    | \$610         | \$499   | \$456   | \$419    | \$407    | \$309    | \$253   | \$231    | \$212   | \$206    | \$162    | \$133   | \$121    | \$111    | \$108  |      |  |  |  |  |
| Georgina Advocate  | Thurs                  | Tab            | 17,600    | \$558  | \$479   | \$381    | \$351    | \$332    | \$440    | \$377  | \$300    | \$276    | \$261    | \$456         | \$391   | \$311   | \$286    | \$271    | \$231    | \$198   | \$158    | \$145   | \$137    | \$121    | \$104   | \$83     | \$76     | \$72   |      |  |  |  |  |
| Glanbrook Gazette  | Thurs                  | Tab            | 7,078     | \$226  | \$219   | \$170    | \$170    | \$170    | \$178    | \$172  | \$134    | \$134    | \$134    | \$185         | \$179   | \$139   | \$139    | \$139    | \$94     | \$90    | \$70     | \$70  | \$70     | \$49     | \$47    | \$37     | \$37     | \$37   |      |  |  |  |  |
| Grand River Sachem   | See The Sachem         |                |           |  |         |          |          |          |          |  |          |          |          |               |         |   |          |          |          |         |          |   |          |          |         |          |          |  |      |  |  |  |  |
| Gravenhurst Banner   | Wed                    | B/S            | 3,500     | \$574  | \$550   | \$533    | \$533    | \$533    | \$452    | \$433  | \$420    | \$420    | \$420    | \$468         | \$449   | \$435   | \$435    | \$435    | \$237    | \$228   | \$220    | \$220   | \$220    | \$125    | \$119   | \$116    | \$116    | \$116  |      |  |  |  |  |
| Grimsby Lincoln News (see Niagara This Week for Thurs)                                     | Wed                    | Tab: see specs | 21,500    | not available  |         |          |          |          |          | \$437  | \$314    | \$258    | \$232    | \$223         | \$528   | \$380   | \$313    | \$280    | \$270    | \$229   | \$165    | \$136   | \$122    | \$117    | \$120   | \$87     | \$71     | \$64   | \$61 |  |  |  |  |
| Guelph Mercury (Daily)   | See enclosed rate card |                |           |  |         |          |          |          |          |  |          |          |          |               |         |   |          |          |          |         |          |   |          |          |         |          |          |  |      |  |  |  |  |
| Guelph Tribune   | Tues                   | Tab            | 40,000    | \$538  | \$448   | \$355    | \$347    | \$338    | \$423    | \$353  | \$280    | \$273    | \$266    | \$439         | \$366   | \$289   | \$282    | \$275    | \$222    | \$186   | \$147    | \$144   | \$140    | \$116    | \$98    | \$78     | \$75     | \$73   |      |  |  |  |  |
|  | Thurs                  | Tab            | 45,000    | \$594  | \$493   | \$391    | \$382    | \$372    | \$465    | \$388  | \$308    | \$300    | \$293    | \$482         | \$402   | \$319   | \$311    | \$302    | \$247    | \$205   | \$162    | \$158   | \$154    | \$129    | \$112   | \$86     | \$84     | \$80   |      |  |  |  |  |
| Haldimand Sachem   | See The Sachem         |                |           |  |         |          |          |          |          |  |          |          |          |               |         |   |          |          |          |         |          |   |          |          |         |          |          |  |      |  |  |  |  |
| Hamilton Community News -All 4 Papers (Ancaster, Dundas, Hamilton Mountain, Stoney Creek)* | Thurs                  | Tab            | 113,489   | \$2,249  | \$1,985 | \$1,434  | \$1,185  | \$1,185  | \$1,771  | \$1,563  | \$1,129  | \$933    | \$933    | \$1,836       | \$1,620 | \$1,170   | \$967    | \$967    | \$930    | \$821   | \$593    | \$490   | \$490    | \$488    | \$431   | \$311    | \$257    | \$257  |      |  |  |  |  |
| Hamilton Mountain  | Thurs                  | Tab            | 50,593    | \$815  | \$728   | \$532    | \$449    | \$449    | \$642    | \$573  | \$419    | \$354    | \$354    | \$665         | \$594   | \$434   | \$367    | \$367    | \$337    | \$301   | \$220    | \$186   | \$186    | \$177    | \$158   | \$115    | \$97     | \$97   |      |  |  |  |  |
| Hamilton Spectator (Daily)   | See enclosed rate card |                |           |  |         |          |          |          |          |  |          |          |          |               |         |   |          |          |          |         |          |   |          |          |         |          |          |  |      |  |  |  |  |
| Huntsville Forester  | Wed                    | B/S            | 6,300     | \$527  | \$510   | \$487    | \$446    | \$429    | \$415    | \$402  | \$383    | \$351    | \$338    | \$430         | \$416   | \$397   | \$364    | \$350    | \$218    | \$211   | \$201    | \$184   | \$177    | \$114    | \$111   | \$106    | \$97     | \$93   |      |  |  |  |  |
| Innisfil Journal   | Thurs                  | Tab            | 10,800    | \$400  | \$381   | \$351    | \$321    | \$302    | \$315    | \$300  | \$276    | \$253    | \$238    | \$326         | \$311   | \$286   | \$262    | \$246    | \$165    | \$158   | \$145    | \$133   | \$125    | \$87     | \$83    | \$76     | \$70     | \$66   |      |  |  |  |  |
| Kanata Courier Standard  | Thurs                  | Tab (10 x 189) | 28,835    | \$314  | \$298   | \$283    | \$267    | \$251    | \$248    | \$236  | \$223    | \$211    | \$198    | \$289         | \$274   | \$260   | \$245    | \$231    | \$131    | \$123   | \$117    | \$110   | \$104    | \$68     | \$65    | \$61     | \$58     | \$55   |      |  |  |  |  |
| Kawartha Lakes This Week   | Tues                   | Tab            | 16,281    | \$830  | \$702   | \$585    | \$524    | \$498    | \$654    | \$553  | \$461    | \$413    | \$392    | \$678         | \$573   | \$477   | \$428    | \$407    | \$343    | \$290   | \$242    | \$217   | \$206    | \$180    | \$152   | \$127    | \$114    | \$108  |      |  |  |  |  |
| (Lindsay/Bobcaygeon/Fenelon Falls)   | Thurs                  | Tab            | 29,943    | \$830  | \$702   | \$585    | \$524    | \$498    | \$654    | \$553  | \$461    | \$413    | \$392    | \$678         | \$573   | \$477   | \$428    | \$407    | \$343    | \$290   | \$242    | \$217   | \$206    | \$180    | \$152   | \$127    | \$114    | \$108  |      |  |  |  |  |
| Kemptville Advance   | Thurs                  | Tab (10 x 189) | 9,661     | \$181  | \$171   | \$162    | \$153    | \$145    | \$136    | \$129  | \$122    | \$115    | \$108    | \$143         | \$136   | \$129   | \$121    | \$114    | \$71     | \$67    | \$64     | \$60  | \$57     | \$38     | \$36    | \$34     | \$32     | \$30   |      |  |  |  |  |
| King Connection  | Thurs                  | Tab            | 8,300     | \$207  | \$188   | \$163    | \$155    | \$141    | \$163    | \$148  | \$128    | \$122    | \$111    | \$203         | \$186   | \$161   | \$146    | \$139    | \$86     | \$78    | \$67     | \$65  | \$59     | \$45     | \$41    | \$35     | \$32     | \$31   |      |  |  |  |  |
| Kingston Heritage  | Thurs                  | Tab (10 x 189) | 47,700    | \$440  | \$417   | \$396    | \$373    | \$352    | \$330    | \$314  | \$298    | \$281    | \$264    | \$252         | \$239   | \$226   | \$214    | \$201    | \$173    | \$165   | \$156    | \$148   | \$139    | \$91     | \$87    | \$82     | \$78     | \$72   |      |  |  |  |  |
| Kitchener (See Waterloo Regional Record - Daily)   | See enclosed rate card |                |           |  |         |          |          |          |          |  |          |          |          |               |         |   |          |          |          |         |          |   |          |          |         |          |          |  |      |  |  |  |  |
| Kitchener Post   | Fri                    | Tab            | 60,000    | \$709  | \$632   | \$484    | \$465    | \$440    | \$559    | \$496  | \$382    | \$380    | \$346    | \$580         | \$515   | \$393   | \$376    | \$359    | \$293    | \$261   | \$205    | \$199   | \$182    | \$154    | \$138   | \$105    | \$100    | \$95   |      |  |  |  |  |
| Listowel Banner  | Wed                    | Tab            | 3,900     | \$288  | \$284   | \$271    | \$263    | \$258    | \$227    | \$223  | \$213    | \$207    | \$203    | \$235         | \$232   | \$221   | \$214    | \$211    | \$119    | \$117   | \$112    | \$109   | \$107    | \$63     | \$62    | \$59     | \$57     | \$56   |      |  |  |  |  |
| Listowel Independent Plus  | Thurs                  | Tab            | 24,500    | \$339  | \$335   | \$322    | \$313    | \$309    | \$267    | \$263  | \$253    | \$247    | \$243    | \$277         | \$273   | \$263   | \$256    | \$252    | \$140    | \$138   | \$133    | \$130   | \$128    | \$74     | \$73    | \$70     | \$68     | \$67   |      |  |  |  |  |
| London Community News  | Thurs                  | Tab            | 128,000   | \$493  | \$469   | \$444    | \$419    | \$370    | \$469    | \$446  | \$422    | \$399    | \$352    | \$1,412       | \$1,341 | \$1,270   | \$1,200  | \$1,059  | \$305    | \$289   | \$274    | \$259   | \$228    | \$168    | \$159   | \$151    | \$142    | \$126  |      |  |  |  |  |
| Manotick News  | Thurs                  | Tab (10 x 189) | 11,125    | \$214  | \$204   | \$193    | \$183    | \$171    | \$163    | \$155  | \$147    | \$139    | \$131    | \$190         | \$181   | \$171   | \$161    | \$152    | \$86     | \$82    | \$78     | \$72  | \$68     | \$45     | \$43    | \$41     | \$39     | \$36   |      |  |  |  |  |
| Markham Economist & Sun  | Thurs/Sat              | Tab            | 69,230    | \$1,415  | \$1,249 | \$1,075  | \$962    | \$906    | \$1,114  | \$983  | \$847    | \$758    | \$713    | \$1,155       | \$1,019 | \$878   | \$785    | \$739    | \$585    | \$516   | \$445    | \$398   | \$374    | \$307    | \$271   | \$233    | \$209    | \$197  |      |  |  |  |  |
| Markham Econ. & Sun/Stouffville Sun-Tribune*   | Thurs/Sat              | Tab            | 82,940    | \$1,653  | \$1,475 | \$1,279  | \$1,151  | \$1,056  | \$1,301  | \$1,162  | \$1,007  | \$906    | \$832    | \$1,349       | \$1,204 | \$1,044   | \$939    | \$862    | \$683    | \$610   | \$529    | \$476   | \$437    | \$359    | \$320   | \$278    | \$250    | \$229  |      |  |  |  |  |
| Meaford Express/Blue Mountain Courier Herald   | Wed                    | Tab            | 6,400     | \$527  | \$505   | \$405    | \$339    | \$306    | \$415    | \$398  | \$319    | \$266    | \$240    | \$431         | \$412   | \$331   | \$276    | \$248    | \$236    | \$208   | \$168    | \$152   | \$128    | \$149    | \$126   | \$116    | \$100    | \$88   |      |  |  |  |  |
| Midland Penetanguishene Mirror   | Thurs                  | Tab            | 20,800    | \$838  | \$585   | \$483    | \$449    | \$430    | \$660    | \$461  | \$380    | \$354    | \$339    | \$684         | \$477   | \$394   | \$367    | \$351    | \$346    | \$242   | \$200    | \$186   | \$178    | \$182    | \$127   | \$105    | \$97     | \$93   |      |  |  |  |  |
| Milton Canadian Champion   | Tues                   | Tab            | 22,350    | \$802  | \$637   | \$472    | \$418    | \$382    | \$613    | \$486  | \$360    | \$321    | \$292    | not available |         |   |          |          |          | \$302   | \$241    | \$180   | \$160    | \$146    | \$154   | \$122    | \$89     | \$80   | \$74 |  |  |  |  |
|  | Thurs                  | Tab            | 27,200    | \$834  | \$662   | \$489    | \$434    | \$398    | \$636    | \$505  | \$374    | \$333    | \$304    | not available |         |   |          |          |          | \$318   | \$252    | \$186   | \$166    | \$152    | \$160   | \$126    | \$92     | \$82   | \$76 |  |  |  |  |
| Minto Express  | Wed                    | Tab            | 1,500     | \$258  | \$254   | \$241    | \$233    | \$229    | \$203    | \$200  | \$190    | \$183    | \$180    | \$211         | \$207   | \$197   | \$190    | \$187    | \$107    | \$105   | \$100    | \$96  | \$95     | \$56     | \$55    | \$52     | \$51     | \$50   |      |  |  |  |  |
| Mississauga News   | Wed/Fri                | Tab            | 124,500   | \$2,773  | \$2,551 | \$2,045  | \$1,887  | \$1,887  | \$2,184  | \$2,009  | \$1,610  | \$1,486  | \$1,486  | \$2,264       | \$2,082 | \$1,669   | \$1,540  | \$1,540  | \$1,147  | \$1,054 | \$845    | \$780   | \$780    | \$602    | \$554   | \$444    | \$409    | \$409  |      |  |  |  |  |
| Mississauga News Booster   | Thurs                  | Tab            | 77,100    | \$595  | \$574   | \$523    | \$519    | \$474    | \$523    | \$506  | \$482    | \$453    | \$400    | \$1,641       | \$1,582 | \$1,523   | \$1,406  | \$1,170  | \$275    | \$266   | \$253    | \$238   | \$210    | \$144    | \$139   | \$133    | \$125    | \$110  |      |  |  |  |  |
| Mississauga News This Week (Apt/Condo/Malton Edition)                                      | Thurs                  | Tab            | 75,900    | \$1,177  | \$1,105 | \$902    | \$856    | \$856    | \$927    | \$871  | \$710    | \$674    | \$674    | \$961         | \$902   | \$736   | \$699    | \$699    | \$487    | \$457   | \$373    | \$354   | \$354    | \$256    | \$240   | \$196    | \$186    | \$186  |      |  |  |  |  |
| Mount Forest Confederate   | Wed                    | Tab            | 2,700     | \$250  | \$246   | \$229    | \$220    | \$216    | \$197    | \$193  | \$180    | \$173    | \$170    | \$204         | \$201   | \$187   | \$180    | \$176    | \$103    | \$102   | \$95     | \$91  | \$89     | \$54     | \$53    | \$50     | \$48     | \$47   |      |  |  |  |  |
| Muskoka Sun (summer only)  | Fri                    | Tab            | 10,000    | \$716  | \$656   | \$500    | \$500    | \$500    | \$564    | \$517  | \$394    | \$394    | \$394    | \$584         | \$536   | \$408   | \$408    | \$408    | \$296    | \$271   | \$207    | \$207   | \$207    | \$155    | \$142   | \$108    | \$108    | \$108  |      |  |  |  |  |
| Muskoka District Weekender (includes Bracebridge, Gravenhurst and Huntsville)              | Fri                    | Tab            | 25,990    | \$872  | \$868   | \$830    | \$826    | \$822    | \$687    | \$684  | \$654    | \$650    | \$647    | \$712         | \$709   | \$678   | \$674    | \$671    | \$361    | \$359   | \$343    | \$341   | \$340    | \$189    | \$188   | \$180    | \$179    | \$178  |      |  |  |  |  |
| The Muskokan (summer only)   | Fri                    | Tab            | 12,000    | \$741  | \$682   | \$597    | \$597    | \$597    | \$584    | \$537  | \$470    | \$470    | \$470    | \$605         | \$557   | \$487   | \$487    | \$487    | \$306    | \$282   | \$247    | \$247   | \$247    | \$161    | \$148   | \$130    | \$130    | \$130  |      |  |  |  |  |
| Napanee Beaver   | Thurs                  | Tab ( 6 x 218) | 15,752    | \$157  | \$149   | \$141    | \$134    | \$125    | \$118    | \$112  | \$106    | \$100    | \$95     | \$148         | \$141   | \$134   | \$125    | \$118    | \$62     | \$59    | \$56     | \$53  | \$50     | \$33     | \$31    | \$30     | \$28     | \$27   |      |  |  |  |  |
| Nepean/Barrhaven News  | Thurs                  | Tab (10 x 189) | 47,630    | \$416  | \$395   | \$374    | \$354    | \$333    | \$313    | \$297  | \$282    | \$266    | \$250    | \$261         | \$248   | \$236   | \$222    | \$209    | \$164    | \$156   | \$148    | \$140   | \$132    | \$87     | \$82    | \$78     | \$73     | \$69   |      |  |  |  |  |
| New Hamburg Independent  | Wed                    | Tab            | 3,400     | \$262  | \$226   | \$186    | \$178    | \$168    | \$206    | \$179  | \$147    | \$140    | \$133    | \$214         | \$185   | \$152   | \$145    | \$138    | \$108    | \$94    | \$78     | \$74  | \$69     | \$56     | \$49    | \$40     | \$39     | \$36   |      |  |  |  |  |
| Newmarket Era and Aurora Banner  | Thurs                  | B/S            | 42,849    | \$1,767  | \$1,559 | \$1,356  | \$1,223  | \$1,153  | \$1,392  | \$1,227  | \$1,068  | \$963    | \$908    | \$1,443       | \$1,272 | \$1,107   | \$998    | \$941    | \$731    | \$644   | \$561    | \$505   | \$477    | \$384    |         |          |          |  |      |  |  |  |  |

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## O - Z (Full, Three-Quarter, Half, Three-Eighths and Quarter)

| COMMUNITY NEWSPAPERS   | EDITIONS      | FORMAT         | PRESS RUN      | FULL PAGE<br>Tab: 10.375" x 11.5"<br>B/S: 10.375" X 21.5"<br>unless otherwise noted |          |          |          |          | THREE-QUARTER PAGE<br>Tab: 10.375" x 8.571"<br>B/S: 10.375" X 16.125"<br>unless otherwise noted |          |          |          |          | HALF PAGE<br>Tab: V - 5.145" x 11.5", H - 10.375" x 5.71",<br>B/S: V - 5.145" x 21.5", H - 10.375" x 10.75",<br>unless otherwise noted |         |          |          |          | THREE-EIGHTS<br>Tab: V - 5.145" x 8.571"<br>B/S: V - 5.145" x 16.125",<br>unless otherwise noted |         |          |          |          | QUARTER PAGE<br>Tab: V - 5.145" x 5.71", H: 10.375" x 2.786",<br>B/S: V - 5.145" x 10.75", H: 10.375" x 5.375",<br>unless otherwise noted |         |          |          |          |
|--|---------------|----------------|----------------|---|----------|----------|----------|----------|---|----------|----------|----------|----------|--|---------|----------|----------|----------|--|---------|----------|----------|----------|---|---------|----------|----------|----------|
|  |               |                |                | ONE TIME  | 4 TIMES  | 13 TIMES | 26 TIMES | 52 TIMES | ONE TIME  | 4 TIMES  | 13 TIMES | 26 TIMES | 52 TIMES | ONE TIME   | 4 TIMES | 13 TIMES | 26 TIMES | 52 TIMES | ONE TIME   | 4 TIMES | 13 TIMES | 26 TIMES | 52 TIMES | ONE TIME  | 4 TIMES | 13 TIMES | 26 TIMES | 52 TIMES |
| <b>Oakville Beaver</b>   | Wed/Thurs/Fri | Tab            | <b>53,000</b>  | \$7,605   | \$6,664  | \$4,861  | \$4,449  | \$4,214  | \$6,274   | \$5,498  | \$4,010  | \$3,671  | \$3,477  | \$4,183  | \$3,665 | \$2,673  | \$2,447  | \$2,318  | \$3,294  | \$2,886 | \$2,105  | \$1,927  | \$1,825  | \$2,196   | \$1,924 | \$1,404  | \$1,285  | \$1,217  |
| <b>North Oakville Today (North of QEW)</b>   | Thurs         | Tab            | <b>32,600</b>  | \$4,076   | \$3,969  | \$3,240  | \$2,617  | \$2,296  | \$3,363   | \$3,275  | \$2,673  | \$2,159  | \$1,894  | \$2,242  | \$2,183 | \$1,782  | \$1,439  | \$1,263  | \$1,766  | \$1,719 | \$1,403  | \$1,133  | \$995    | \$1,177   | \$1,146 | \$935    | \$756    | \$663    |
| <b>Orangeville Banner</b>  | Tues          | Tab            | <b>19,490</b>  | \$2,724   | \$2,391  | \$1,921  | \$1,823  | \$1,784  | \$2,248   | \$1,973  | \$1,585  | \$1,504  | \$1,471  | \$1,498  | \$1,315 | \$1,056  | \$1,003  | \$981    | \$1,180  | \$1,036 | \$832    | \$790    | \$773    | \$787   | \$690   | \$555    | \$526    | \$515    |
|  | Thurs         | Tab            | <b>23,500</b>  | \$3,156   | \$2,822  | \$2,313  | \$2,176  | \$2,117  | \$2,603   | \$2,328  | \$1,908  | \$1,795  | \$1,746  | \$1,736  | \$1,552 | \$1,272  | \$1,197  | \$1,164  | \$1,367  | \$1,222 | \$1,002  | \$942    | \$917    | \$911   | \$815   | \$668    | \$628    | \$611    |
| <b>Orillia Today</b>   | Thurs         | Tab            | <b>24,100</b>  | \$4,351   | \$3,175  | \$2,666  | \$2,450  | \$2,372  | \$3,590   | \$2,620  | \$2,199  | \$2,021  | \$1,957  | \$2,393  | \$1,746 | \$1,466  | \$1,348  | \$1,304  | \$1,885  | \$1,375 | \$1,155  | \$1,061  | \$1,027  | \$1,256   | \$917   | \$770    | \$707    | \$685    |
| <b>Orleans News</b>  | Thurs         | Tab (10 x 189) | <b>49,225</b>  | \$1,664   | \$1,580  | \$1,497  | \$1,414  | \$1,331  | \$1,372   | \$1,304  | \$1,235  | \$1,167  | \$1,098  | \$1,083  | \$1,029 | \$974    | \$920    | \$866    | \$720  | \$684   | \$649    | \$612    | \$576    | \$561   | \$533   | \$505    | \$477    | \$449    |
| <b>Oshawa/Whitby This Week</b>   | Wed           | Tab            | <b>81,519</b>  | \$9,856   | \$8,557  | \$7,417  | \$6,977  | \$6,218  | \$8,131   | \$7,059  | \$6,119  | \$5,756  | \$5,130  | \$5,421  | \$4,706 | \$4,079  | \$3,837  | \$3,420  | \$4,269  | \$3,706 | \$3,213  | \$3,022  | \$2,693  | \$2,846   | \$2,470 | \$2,142  | \$2,015  | \$1,795  |
|  | Fri           | Tab            | <b>79,804</b>  | \$9,124   | \$8,633  | \$7,175  | \$6,966  | \$6,228  | \$7,528   | \$7,122  | \$5,919  | \$5,748  | \$5,138  | \$5,019  | \$4,748 | \$3,947  | \$3,831  | \$3,426  | \$3,952  | \$3,738 | \$3,107  | \$3,017  | \$2,698  | \$2,635   | \$2,493 | \$2,072  | \$2,012  | \$1,798  |
| <b>Osh./Whit./Clarington This Week</b>   | Thurs         | Tab            | <b>107,250</b> | \$11,335  | \$10,716 | \$8,917  | \$8,657  | \$7,737  | \$9,351   | \$8,840  | \$7,356  | \$7,142  | \$6,383  | \$6,234  | \$5,894 | \$4,904  | \$4,761  | \$4,255  | \$4,909  | \$4,641 | \$3,862  | \$3,750  | \$3,351  | \$3,273   | \$3,094 | \$2,574  | \$2,500  | \$2,234  |
| <b>Osh./Whit. This Week/Clarington This Week/Pt.Perry Star*</b>  | Thurs         | Tab            | <b>122,750</b> | \$12,035  | \$11,435 | \$9,617  | \$9,356  | \$8,436  | \$9,929   | \$9,434  | \$7,934  | \$7,719  | \$6,960  | \$6,620  | \$6,289 | \$5,289  | \$5,146  | \$4,640  | \$5,213  | \$4,953 | \$4,165  | \$4,052  | \$3,654  | \$3,475   | \$3,302 | \$2,776  | \$2,702  | \$2,436  |
| <b>Osh./Whit. This Week/Clarington This Week/Pt.Perry Star/Northumberland News/Brighton Indept*</b>                          | Thurs         | Tab            | <b>162,850</b> | \$17,333  | \$16,314 | \$13,695 | \$13,174 | \$12,035 | \$14,299  | \$13,459 | \$11,298 | \$10,869 | \$9,929  | \$9,533  | \$8,972 | \$7,532  | \$7,246  | \$6,620  | \$7,507  | \$7,066 | \$5,931  | \$5,706  | \$5,213  | \$5,005   | \$4,710 | \$3,955  | \$3,805  | \$3,475  |
| <b>Ottawa East News</b>  | Thurs         | Tab (10 x 189) | <b>40,322</b>  | \$1,664   | \$1,580  | \$1,497  | \$1,414  | \$1,331  | \$1,372   | \$1,304  | \$1,235  | \$1,167  | \$1,098  | \$1,083  | \$1,029 | \$974    | \$920    | \$866    | \$720  | \$684   | \$649    | \$612    | \$576    | \$561   | \$533   | \$505    | \$477    | \$449    |
| <b>Ottawa South News</b>   | Thurs         | Tab (10 x 189) | <b>41,425</b>  | \$1,664   | \$1,580  | \$1,497  | \$1,414  | \$1,331  | \$1,372   | \$1,304  | \$1,235  | \$1,167  | \$1,098  | \$1,083  | \$1,029 | \$974    | \$920    | \$866    | \$720  | \$684   | \$649    | \$612    | \$576    | \$561   | \$533   | \$505    | \$477    | \$449    |
| <b>Ottawa West News</b>  | Thurs         | Tab (10 x 189) | <b>40,246</b>  | \$1,664   | \$1,580  | \$1,497  | \$1,414  | \$1,331  | \$1,372   | \$1,304  | \$1,235  | \$1,167  | \$1,098  | \$1,083  | \$1,029 | \$974    | \$920    | \$866    | \$720  | \$684   | \$649    | \$612    | \$576    | \$561   | \$533   | \$505    | \$477    | \$449    |
| <b>Parkdale-Liberty Villager</b>   | Thurs         | Tab            | <b>24,590</b>  | \$3,220   | \$3,196  | \$3,051  | \$3,002  | \$2,978  | \$2,657   | \$2,636  | \$2,516  | \$2,477  | \$2,457  | \$1,771  | \$1,758 | \$1,678  | \$1,652  | \$1,638  | \$1,395  | \$1,385 | \$1,322  | \$1,301  | \$1,290  | \$930   | \$923   | \$881    | \$867    | \$860    |
| <b>Parry Sound North Star</b>  | Wed           | B/S            | <b>5,400</b>   | \$3,462   | \$2,980  | \$2,679  | \$2,559  | \$2,468  | \$2,856   | \$2,458  | \$2,210  | \$2,111  | \$2,036  | \$1,904  | \$1,639 | \$1,473  | \$1,407  | \$1,358  | \$1,504  | \$1,288 | \$1,166  | \$1,105  | \$1,074  | \$1,000   | \$860   | \$774    | \$739    | \$713    |
| <b>Parry Sound Beacon Star</b>   | Fri           | Tab            | <b>8,500</b>   | \$3,595   | \$3,175  | \$3,058  | \$3,038  | \$3,018  | \$2,992   | \$2,620  | \$2,523  | \$2,506  | \$2,490  | \$2,013  | \$1,746 | \$1,682  | \$1,671  | \$1,660  | \$1,585  | \$1,375 | \$1,324  | \$1,316  | \$1,307  | \$1,066   | \$917   | \$883    | \$877    | \$872    |
| <b>Perth Courier</b>   | Thurs         | Tab (10 x 189) | <b>12,451</b>  | \$784   | \$746    | \$706    | \$667    | \$627    | \$648   | \$615    | \$582    | \$550    | \$518    | \$416  | \$395   | \$374    | \$354    | \$333    | \$340  | \$323   | \$306    | \$289    | \$272    | \$223   | \$212   | \$201    | \$190    | \$179    |
| <b>Peterborough This Week</b>  | Wed           | Tab            | <b>46,375</b>  | \$5,919   | \$4,724  | \$3,881  | \$3,430  | \$3,352  | \$4,883   | \$3,897  | \$3,202  | \$2,830  | \$2,765  | \$3,256  | \$2,598 | \$2,134  | \$1,887  | \$1,843  | \$2,564  | \$2,046 | \$1,681  | \$1,486  | \$1,452  | \$1,709   | \$1,364 | \$1,121  | \$990    | \$968    |
|  | Fri           | Tab            | <b>45,875</b>  | \$5,919   | \$4,724  | \$3,881  | \$3,430  | \$3,352  | \$4,883   | \$3,897  | \$3,202  | \$2,830  | \$2,765  | \$3,256  | \$2,598 | \$2,134  | \$1,887  | \$1,843  | \$2,564  | \$2,046 | \$1,681  | \$1,486  | \$1,452  | \$1,709   | \$1,364 | \$1,121  | \$990    | \$968    |
| <b>Picton Gazette</b>  | Thurs         | Tab (6 x 218)  | <b>11,962</b>  | \$941   | \$895    | \$848    | \$801    | \$753    | \$777   | \$737    | \$699    | \$660    | \$621    | \$471  | \$447   | \$423    | \$400    | \$376    | \$408  | \$388   | \$367    | \$347    | \$326    | \$236   | \$223   | \$212    | \$200    | \$189    |
| <b>Port Perry Star</b>   | Thurs         | Tab            | <b>15,500</b>  | \$2,822   | \$2,705  | \$2,450  | \$2,097  | \$1,999  | \$2,328   | \$2,231  | \$2,021  | \$1,730  | \$1,649  | \$1,552  | \$1,488 | \$1,348  | \$1,153  | \$1,100  | \$1,222  | \$1,172 | \$1,061  | \$908    | \$866    | \$815   | \$781   | \$707    | \$606    | \$577    |
| <b>Quinte West News</b>  | Thurs         | Tab (10 x 189) | <b>23,300</b>  | \$1,664   | \$1,580  | \$1,497  | \$1,414  | \$1,331  | \$1,372   | \$1,304  | \$1,235  | \$1,167  | \$1,098  | \$886  | \$843   | \$798    | \$754    | \$709    | \$720  | \$684   | \$649    | \$612    | \$576    | \$482   | \$458   | \$435    | \$410    | \$386    |
| <b>Renfrew Mercury</b>   | Thurs         | Tab (10 x 189) | <b>15,805</b>  | \$1,303   | \$1,237  | \$1,172  | \$1,107  | \$1,042  | \$1,075   | \$1,021  | \$967    | \$913    | \$860    | \$659  | \$626   | \$594    | \$560    | \$527    | \$564  | \$536   | \$508    | \$479    | \$451    | \$334   | \$317   | \$300    | \$284    | \$267    |
| <b>Richmond Hill/Thornhill Liberal</b>   | Thurs         | Tab            | <b>86,150</b>  | \$8,232   | \$6,252  | \$5,508  | \$5,174  | \$4,978  | \$6,791   | \$5,158  | \$4,544  | \$4,269  | \$4,107  | \$4,528  | \$3,439 | \$3,029  | \$2,846  | \$2,738  | \$3,565  | \$2,708 | \$2,385  | \$2,241  | \$2,156  | \$2,377   | \$1,805 | \$1,590  | \$1,494  | \$1,438  |
| <b>Richmond Hill Liberal</b>   | Sat           | Tab            | <b>51,950</b>  | \$4,938   | \$3,749  | \$3,306  | \$3,098  | \$2,988  | \$4,074   | \$3,093  | \$2,728  | \$2,556  | \$2,465  | \$2,716  | \$2,061 | \$1,818  | \$1,704  | \$1,643  | \$2,139  | \$1,624 | \$1,432  | \$1,342  | \$1,294  | \$1,426   | \$1,083 | \$955    | \$895    | \$862    |
| <b>The Sachem</b>  | Thurs         | Tab            | <b>21,624</b>  | \$2,215   | \$2,117  | \$1,607  | \$1,607  | \$1,607  | \$1,827   | \$1,746  | \$1,326  | \$1,326  | \$1,326  | \$1,218  | \$1,164 | \$884    | \$884    | \$884    | \$959  | \$917   | \$696    | \$696    | \$696    | \$640   | \$611   | \$464    | \$464    | \$464    |
| <b>Scarborough Mirror</b>  | Tues          | Tab            | <b>115,975</b> | \$12,373  | \$12,275 | \$11,283 | \$10,459 | \$9,879  | \$10,207  | \$10,127 | \$9,308  | \$8,629  | \$8,149  | \$6,805  | \$6,751 | \$6,205  | \$5,753  | \$5,433  | \$5,359  | \$5,317 | \$4,887  | \$4,530  | \$4,279  | \$3,573   | \$3,544 | \$3,258  | \$3,020  | \$2,852  |
|  | Thurs         | Tab            | <b>122,100</b> | \$12,373  | \$12,275 | \$11,283 | \$10,459 | \$9,879  | \$10,207  | \$10,127 | \$9,308  | \$8,629  | \$8,149  | \$6,805  | \$6,751 | \$6,205  | \$5,753  | \$5,433  | \$5,359  | \$5,317 | \$4,887  | \$4,530  | \$4,279  | \$3,573   | \$3,544 | \$3,258  | \$3,020  | \$2,852  |
| <b>Smiths Falls Record News</b>  | Thurs         | Tab (10 x 189) | <b>12,358</b>  | \$1,099   | \$1,043  | \$988    | \$933    | \$879    | \$907   | \$861    | \$816    | \$770    | \$725    | \$589  | \$559   | \$529    | \$500    | \$471    | \$475  | \$452   | \$428    | \$404    | \$380    | \$318   | \$302   | \$286    | \$270    | \$254    |
| <b>St. Catharines/Niagara Falls/Grimsby- Niagara This Week</b>   | Wed           | Tab: see specs | <b>94,350</b>  | \$3,807   | \$3,749  | \$3,587  | \$3,499  | \$3,440  | \$3,141   | \$3,093  | \$2,959  | \$2,886  | \$2,838  | \$2,094  | \$2,062 | \$1,973  | \$1,924  | \$1,892  | \$1,649  | \$1,624 | \$1,554  | \$1,515  | \$1,490  | \$1,099   | \$1,082 | \$1,036  | \$1,010  | \$993    |
| <b>St. Catharines/Thorold/Niagara Falls/Fort Erie/Welland/ Pelham&amp;Wainfleet/Grimsby/Port Colborne- Niagara This Week</b> | Thurs         | Tab: see specs | <b>165,666</b> | \$4,719   | \$4,645  | \$4,381  | \$4,131  | \$4,028  | \$3,893   | \$3,832  | \$3,614  | \$3,408  | \$3,323  | \$2,595  | \$2,555 | \$2,409  | \$2,272  | \$2,215  | \$2,044  | \$2,012 | \$1,897  | \$1,789  | \$1,745  | \$1,363   | \$1,341 | \$1,265  | \$1,193  | \$1,163  |
| <b>St. Lawrence News</b>   | Thurs         | Tab (10 x 189) | <b>29,517</b>  | \$1,585   | \$1,506  | \$1,427  | \$1,347  | \$1,268  | \$1,308   | \$1,242  | \$1,177  | \$1,112  | \$1,047  | \$839  | \$798   | \$756    | \$714    | \$671    | \$686  | \$652   | \$618    | \$583    | \$549    | \$459   | \$437   | \$413    | \$391    | \$367    |
| <b>St. Marys Journal-Argus</b>   | Wed           | Tab            | <b>3,400</b>   | \$1,298   | \$1,276  | \$1,188  | \$1,144  | \$1,122  | \$1,071   | \$1,053  | \$980    | \$944    | \$926    | \$714  | \$702   | \$653    | \$629    | \$617    | \$562  | \$553   | \$515    | \$495    | \$486    | \$375   | \$368   | \$343    | \$330    | \$324    |
|  | Thurs         | Tab            | <b>6,900</b>   | \$1,584   | \$1,562  | \$1,474  | \$1,430  | \$1,408  | \$1,307   | \$1,289  | \$1,216  | \$1,180  | \$1,162  | \$871  | \$859   | \$811    | \$787    | \$774    | \$686  | \$677   | \$638    | \$619    | \$610    | \$457   | \$451   | \$426    | \$413    | \$407    |
| <b>St. Thomas/Elgin Weekly News</b>  | Thurs         | Tab            | <b>30,400</b>  | \$1,168   | \$1,110  | \$1,087  | \$1,052  | \$935    | \$935   | \$916    | \$896    | \$868    | \$771    | \$687  | \$610   | \$598    | \$578    | \$514    | \$551  | \$481   | \$471    | \$455    | \$405    | \$378   | \$320   | \$314    | \$304    | \$270    |
| <b>Stittsville News</b>  | Thurs         | Tab (10 x 189) | <b>12,835</b>  | \$1,035   | \$984    | \$932    | \$8      |          |   |          |          |          |          |  |         |          |          |          |  |         |          |          |          |   |         |          |          |          |

# Metroland Newspapers

# GROSS MODULAR ADVERTISING RATES

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| COMMUNITY NEWSPAPERS   | EDITIONS      | FORMAT         | PRESS RUN | SIXTH PAGE<br>Tab: 5.145" x 3.714",<br>B/S: 5.145" x 7.17",<br>unless otherwise noted |         |          |          |          | EIGHTH PAGE<br>Tab: H - 5.145" x 2.786",<br>B/S: 5.145" x 5.285",<br>unless otherwise noted |         |          |          |          | BASEBAR<br>Tab/B/S: 10.375" X 1.785",<br>unless otherwise noted |         |          |          |          | SIXTEENTH<br>Tab/B/S: V- 2.54" x 2.786", H - 5.145" x 1.357",<br>unless otherwise noted |         |          |          |          | THIRTY SECOND PAGE<br>Tab/B/S: 2.54" X 1.357",<br>unless otherwise noted |         |          |          |          |
|--|---------------|----------------|-----------|---|---------|----------|----------|----------|---|---------|----------|----------|----------|---|---------|----------|----------|----------|---|---------|----------|----------|----------|--|---------|----------|----------|----------|
|  |               |                |           | ONE TIME  | 4 TIMES | 13 TIMES | 26 TIMES | 52 TIMES | ONE TIME  | 4 TIMES | 13 TIMES | 26 TIMES | 52 TIMES | ONE TIME  | 4 TIMES | 13 TIMES | 26 TIMES | 52 TIMES | ONE TIME  | 4 TIMES | 13 TIMES | 26 TIMES | 52 TIMES | ONE TIME   | 4 TIMES | 13 TIMES | 26 TIMES | 52 TIMES |
| Oakville Beaver  | Wed/Thurs/Fri | Tab            | 53,000    | \$1,464   | \$1,283 | \$936    | \$856    | \$811    | \$1,153   | \$1,010 | \$737    | \$674    | \$639    | \$1,195   | \$1,047 | \$764    | \$699    | \$662    | \$605   | \$530   | \$387    | \$354    | \$335    | \$318  | \$278   | \$203    | \$186    | \$176    |
| North Oakville Today (North of QEW)  | Thurs         | Tab            | 32,600    | \$785   | \$764   | \$624    | \$504    | \$442    | \$618   | \$602   | \$491    | \$397    | \$348    | \$641   | \$624   | \$509    | \$411    | \$361    | \$324   | \$316   | \$258    | \$208    | \$183    | \$170  | \$166   | \$135    | \$109    | \$96     |
| Orangeville Banner   | Tues          | Tab            | 19,490    | \$524   | \$460   | \$370    | \$351    | \$343    | \$413   | \$362   | \$291    | \$276    | \$270    | \$428   | \$376   | \$302    | \$286    | \$280    | \$217   | \$190   | \$153    | \$145    | \$142    | \$114  | \$100   | \$80     | \$76     | \$75     |
|  | Thurs         | Tab            | 23,500    | \$607   | \$543   | \$445    | \$419    | \$407    | \$478   | \$428   | \$351    | \$330    | \$321    | \$496   | \$444   | \$363    | \$342    | \$333    | \$251   | \$225   | \$184    | \$173    | \$168    | \$132  | \$118   | \$97     | \$91     | \$88     |
| Orillia Today  | Thurs         | Tab            | 24,100    | \$838   | \$611   | \$513    | \$472    | \$457    | \$660   | \$481   | \$404    | \$371    | \$360    | \$684   | \$499   | \$419    | \$385    | \$373    | \$346   | \$253   | \$212    | \$195    | \$189    | \$182  | \$133   | \$111    | \$102    | \$99     |
| Orleans News   | Thurs         | Tab (10 x 189) | 49,225    | \$416   | \$395   | \$374    | \$354    | \$333    | \$313   | \$297   | \$282    | \$266    | \$250    | \$261   | \$248   | \$236    | \$222    | \$209    | \$164   | \$156   | \$148    | \$140    | \$132    | \$87   | \$82    | \$78     | \$73     | \$69     |
| Oshawa/Whitby This Week  | Wed           | Tab            | 81,519    | \$1,897   | \$1,647 | \$1,428  | \$1,343  | \$1,196  | \$1,494   | \$1,297 | \$1,124  | \$1,058  | \$942    | \$1,548   | \$1,344 | \$1,166  | \$1,097  | \$977    | \$784   | \$681   | \$591    | \$555    | \$495    | \$412  | \$358   | \$310    | \$292    | \$260    |
|  | Fri           | Tab            | 79,804    | \$1,757   | \$1,661 | \$1,382  | \$1,341  | \$1,199  | \$1,383   | \$1,309 | \$1,088  | \$1,056  | \$945    | \$1,435   | \$1,356 | \$1,127  | \$1,095  | \$978    | \$726   | \$687   | \$571    | \$554    | \$495    | \$382  | \$360   | \$299    | \$291    | \$259    |
| Osh./Whit./Clarington This Week  | Thurs         | Tab            | 107,250   | \$2,182   | \$2,062 | \$1,717  | \$1,667  | \$1,489  | \$1,719   | \$1,625 | \$1,352  | \$1,313  | \$1,173  | \$1,781   | \$1,684 | \$1,401  | \$1,361  | \$1,216  | \$902   | \$853   | \$710    | \$689    | \$616    | \$473  | \$448   | \$372    | \$362    | \$323    |
| Osh./Whit. This Week/Clarington This Week/Pt.Perry Star*   | Thurs         | Tab            | 122,750   | \$2,316   | \$2,201 | \$1,851  | \$1,801  | \$1,624  | \$1,825   | \$1,734 | \$1,458  | \$1,419  | \$1,279  | \$1,891   | \$1,797 | \$1,511  | \$1,470  | \$1,326  | \$958   | \$910   | \$765    | \$745    | \$671    | \$503  | \$477   | \$402    | \$391    | \$353    |
| Osh./Whit. This Week/Clarington This Week/Pt.Perry Star/Northumberland News/Brighton Indept*                     | Thurs         | Tab            | 162,850   | \$3,336   | \$3,141 | \$2,637  | \$2,536  | \$2,316  | \$2,628   | \$2,474 | \$2,076  | \$1,997  | \$1,825  | \$2,723   | \$2,563 | \$2,152  | \$2,071  | \$1,891  | \$1,379   | \$1,298 | \$1,090  | \$1,049  | \$958    | \$724  | \$681   | \$572    | \$551    | \$503    |
| Ottawa East News   | Thurs         | Tab (10 x 189) | 40,322    | \$416   | \$395   | \$374    | \$354    | \$333    | \$313   | \$297   | \$282    | \$266    | \$250    | \$261   | \$248   | \$236    | \$222    | \$209    | \$164   | \$156   | \$148    | \$140    | \$132    | \$87   | \$82    | \$78     | \$73     | \$69     |
| Ottawa South News  | Thurs         | Tab (10 x 189) | 41,425    | \$416   | \$395   | \$374    | \$354    | \$333    | \$313   | \$297   | \$282    | \$266    | \$250    | \$261   | \$248   | \$236    | \$222    | \$209    | \$164   | \$156   | \$148    | \$140    | \$132    | \$87   | \$82    | \$78     | \$73     | \$69     |
| Ottawa West News   | Thurs         | Tab (10 x 189) | 40,246    | \$416   | \$395   | \$374    | \$354    | \$333    | \$313   | \$297   | \$282    | \$266    | \$250    | \$261   | \$248   | \$236    | \$222    | \$209    | \$164   | \$156   | \$148    | \$140    | \$132    | \$87   | \$82    | \$78     | \$73     | \$69     |
| Parkdale-Liberty Villager  | Thurs         | Tab            | 24,590    | \$620   | \$615   | \$587    | \$578    | \$573    | \$488   | \$484   | \$462    | \$455    | \$451    | \$506   | \$503   | \$479    | \$472    | \$468    | \$256   | \$254   | \$243    | \$238    | \$237    | \$135  | \$133   | \$127    | \$126    | \$125    |
| Parry Sound North Star   | Wed           | B/S            | 5,400     | \$666   | \$574   | \$516    | \$493    | \$475    | \$526   | \$451   | \$408    | \$387    | \$375    | \$546   | \$467   | \$422    | \$401    | \$389    | \$276   | \$236   | \$214    | \$202    | \$198    | \$145  | \$125   | \$113    | \$107    | \$104    |
| Parry Sound Beacon Star  | Fri           | Tab            | 8,500     | \$705   | \$611   | \$589    | \$585    | \$581    | \$559   | \$481   | \$464    | \$461    | \$458    | \$575   | \$499   | \$480    | \$477    | \$474    | \$291   | \$253   | \$243    | \$242    | \$240    | \$156  | \$133   | \$128    | \$127    | \$126    |
| Perth Courier  | Thurs         | Tab (10 x 189) | 12,451    | \$154   | \$147   | \$139    | \$132    | \$123    | \$116   | \$110   | \$104    | \$99     | \$93     | \$123   | \$117   | \$111    | \$105    | \$99     | \$61  | \$58    | \$55     | \$52     | \$49     | \$32   | \$31    | \$29     | \$28     | \$26     |
| Peterborough This Week   | Wed           | Tab            | 46,375    | \$1,139   | \$909   | \$747    | \$660    | \$645    | \$897   | \$716   | \$588    | \$520    | \$508    | \$930   | \$742   | \$610    | \$539    | \$527    | \$471   | \$376   | \$309    | \$273    | \$267    | \$247  | \$197   | \$162    | \$143    | \$140    |
|  | Fri           | Tab            | 45,875    | \$1,139   | \$909   | \$747    | \$660    | \$645    | \$897   | \$716   | \$588    | \$520    | \$508    | \$930   | \$742   | \$610    | \$539    | \$527    | \$471   | \$376   | \$309    | \$273    | \$267    | \$247  | \$197   | \$162    | \$143    | \$140    |
| Picton Gazette   | Thurs         | Tab (6 x 218)  | 11,962    | \$157   | \$149   | \$141    | \$134    | \$125    | \$118   | \$112   | \$106    | \$100    | \$95     | \$148   | \$141   | \$134    | \$125    | \$118    | \$62  | \$59    | \$56     | \$53     | \$50     | \$33   | \$31    | \$30     | \$28     | \$27     |
| Port Perry Star  | Thurs         | Tab            | 15,500    | \$543   | \$521   | \$472    | \$404    | \$385    | \$428   | \$410   | \$371    | \$318    | \$303    | \$444   | \$425   | \$385    | \$330    | \$314    | \$225   | \$215   | \$195    | \$167    | \$159    | \$118  | \$113   | \$102    | \$88     | \$84     |
| Quinte West News   | Thurs         | Tab (10 x 189) | 23,300    | \$329   | \$313   | \$297    | \$281    | \$263    | \$248   | \$236   | \$223    | \$211    | \$198    | \$261   | \$248   | \$236    | \$222    | \$209    | \$131   | \$123   | \$117    | \$110    | \$104    | \$68   | \$65    | \$61     | \$58     | \$55     |
| Renfrew Mercury  | Thurs         | Tab (10 x 189) | 15,805    | \$222   | \$211   | \$200    | \$189    | \$177    | \$175   | \$166   | \$158    | \$149    | \$140    | \$205   | \$195   | \$185    | \$174    | \$164    | \$92  | \$88    | \$83     | \$79     | \$73     | \$48   | \$46    | \$44     | \$41     | \$39     |
| Richmond Hill/Thornhill Liberal  | Thurs         | Tab            | 86,150    | \$1,585   | \$1,204 | \$1,060  | \$996    | \$958    | \$1,248   | \$948   | \$835    | \$784    | \$755    | \$1,294   | \$983   | \$865    | \$813    | \$782    | \$655   | \$498   | \$438    | \$412    | \$396    | \$344  | \$261   | \$230    | \$216    | \$208    |
| Richmond Hill Liberal  | Sat           | Tab            | 51,950    | \$951   | \$721   | \$637    | \$596    | \$575    | \$749   | \$568   | \$501    | \$470    | \$453    | \$776   | \$589   | \$519    | \$487    | \$469    | \$393   | \$299   | \$263    | \$246    | \$238    | \$206  | \$157   | \$138    | \$129    | \$125    |
| The Sachem   | Thurs         | Tab            | 21,624    | \$426   | \$407   | \$309    | \$309    | \$309    | \$336   | \$321   | \$244    | \$244    | \$244    | \$348   | \$333   | \$253    | \$253    | \$253    | \$176   | \$168   | \$128    | \$128    | \$128    | \$93   | \$88    | \$67     | \$67     | \$67     |
| Scarborough Mirror   | Tues          | Tab            | 115,975   | \$2,382   | \$2,363 | \$2,172  | \$2,014  | \$1,901  | \$1,875   | \$1,860 | \$1,711  | \$1,586  | \$1,497  | \$1,944   | \$1,930 | \$1,773  | \$1,644  | \$1,553  | \$985   | \$977   | \$898    | \$833    | \$786    | \$516  | \$513   | \$472    | \$437    | \$413    |
|  | Thurs         | Tab            | 122,100   | \$2,382   | \$2,363 | \$2,172  | \$2,014  | \$1,901  | \$1,875   | \$1,860 | \$1,711  | \$1,586  | \$1,497  | \$1,944   | \$1,930 | \$1,773  | \$1,644  | \$1,553  | \$985   | \$977   | \$898    | \$833    | \$786    | \$516  | \$513   | \$472    | \$437    | \$413    |
| Smiths Falls Record News   | Thurs         | Tab (10 x 189) | 12,358    | \$219   | \$209   | \$198    | \$187    | \$175    | \$165   | \$157   | \$149    | \$141    | \$133    | \$172   | \$164   | \$155    | \$147    | \$138    | \$87  | \$83    | \$79     | \$73     | \$69     | \$46   | \$43    | \$41     | \$39     | \$37     |
| St. Catharines/Niagara Falls/Grimsby- Niagara This Week  | Wed           | Tab: see specs | 94,350    | not available   |         |          |          |          | \$577   | \$568   | \$544    | \$530    | \$521    | \$698   | \$687   | \$658    | \$641    | \$631    | \$303   | \$298   | \$285    | \$278    | \$274    | \$159  | \$157   | \$150    | \$146    | \$144    |
| St. Catharines/Thorold/Niagara Falls/Fort Erie/Welland/Pelham&Wainfleet/Grimsby/Port Colborne- Niagara This Week | Thurs         | Tab: see specs | 165,666   | not available   |         |          |          |          | \$715   | \$704   | \$664    | \$626    | \$611    | \$865   | \$852   | \$803    | \$757    | \$738    | \$376   | \$370   | \$349    | \$329    | \$321    | \$197  | \$194   | \$183    | \$173    | \$168    |
| St. Lawrence News  | Thurs         | Tab (10 x 189) | 29,517    | \$314   | \$298   | \$283    | \$267    | \$251    | \$236   | \$224   | \$212    | \$201    | \$189    | \$249   | \$237   | \$224    | \$212    | \$199    | \$124   | \$117   | \$111    | \$105    | \$99     | \$65   | \$62    | \$58     | \$55     | \$52     |
| St. Marys Journal-Argus  | Wed           | Tab            | 3,400     | \$250   | \$246   | \$229    | \$220    | \$216    | \$197   | \$193   | \$180    | \$173    | \$170    | \$204   | \$201   | \$187    | \$180    | \$176    | \$103   | \$102   | \$95     | \$91     | \$89     | \$54   | \$53    | \$50     | \$48     | \$47     |
|  | Thurs         | Tab            | 6,900     | \$305   | \$301   | \$284    | \$275    | \$271    | \$240   | \$237   | \$223    | \$217    | \$213    | \$249   | \$245   | \$232    | \$225    | \$221    | \$126   | \$124   | \$117    | \$114    | \$112    | \$66   | \$65    | \$62     | \$60     | \$59     |
| St. Thomas/Elgin Weekly News   | Thurs         | Tab            | 30,400    | \$267   | \$214   | \$209    | \$202    | \$180    | \$204   | \$168   | \$165    | \$159    | \$142    | not available   |         |          |          |          | \$105   | \$88    | \$86     | \$84     | \$74     | \$55   | \$46    | \$45     | \$44     | \$39     |
| Stittsville News   | Thurs         | Tab (10 x 189) | 12,835    | \$177   | \$169   | \$160    | \$151    | \$142    | \$140   | \$133   | \$125    | \$118    | \$112    | \$163   | \$155   | \$147    | \$139    | \$131    | \$73  | \$69    | \$66     | \$62     | \$59     | \$39   | \$37    | \$35     | \$33     | \$31     |
| Stoney Creek News  | Thurs         | Tab            | 32,017    | \$728   | \$619   | \$445    | \$385    | \$385    | \$573   | \$487   | \$351    | \$303    | \$303    | \$594   | \$505   | \$363    | \$314    | \$314    | \$301   | \$256   | \$184    | \$159    | \$159    | \$158  | \$134   | \$97     | \$84     | \$84     |
| Stouffville Sun-Tribune  | Thurs/Sat     | Tab            | 13,710    | \$468   | \$449   | \$407    | \$374    | \$302    | \$368   | \$354   | \$321    | \$294    | \$238    | \$382   | \$367   | \$333    | \$305    | \$246    | \$193   | \$186   | \$168    | \$154    | \$125    | \$102  | \$97    | \$88     | \$81     | \$66     |
| Stratford Gazette  | Thurs         | Tab            | 20,000    | \$445   | \$419   | \$335    | \$275    | \$275    | \$350   | \$330   | \$263    | \$217    | \$217    | \$363   | \$342   | \$273    | \$225    | \$225    | \$184   | \$173   | \$138    | \$114    | \$114    | \$97   | \$91    | \$73     | \$60     | \$60     |
| Toronto Community News - Thursday Circulation*   | Thurs         | Tab            | 481,790   | \$10,194  | \$9,942 | \$9,149  | \$8,670  | \$8,408  | \$8,027   | \$7,829 | \$7,206  | \$6,828  | \$6,621  | \$8,321   | \$8,116 | \$7,469  | \$7,077  | \$6,863  | \$4,215   | \$4,110 | \$3,783  | \$3,584  | \$3,476  | \$2,212  | \$2,158 | \$1,986  | \$1,881  | \$1,825  |
| Trent Hills Regional News  | Thurs         | Tab (10 x 189) | 12,115    | \$254   | \$241   | \$228    | \$215    | \$203    | \$191   | \$182   | \$171    | \$162    | \$153    | \$202   | \$192   | \$182    | \$172    | \$162    | \$100   | \$95    | \$90     | \$86     | \$81     | \$53   | \$50    | \$47     | \$45     | \$42     |
| Uxbridge Times-Journal   | Thurs         | Tab            |           |   |         |          |          |          |   |         |          |          |          |   |         |          |          |          |   |         |          |          |          |  |         |          |          |          |

# Advertising Specs

## Modular Sizes

TABLOID

**FULL PAGE** 10.375" X 11.5"  
**THREE QUARTER - H** 10.375" X 8.571"  
**HALF - V** 5.145" x 11.5"  
**HALF - H** 10.375 x 5.71"  
**THREE EIGHTS - V** 5.145" x 8.571"  
**QUARTER - V** 5.145" x 5.71"  
**QUARTER - H** 10.375" x 2.786"  
**SIXTH - H** 5.145" x 3.714"  
**EIGHTH - H** 5.145" x 2.786"  
**BASEBAR** (FRONT PAGE OR SECTION FRONT ONLY) 10.375" x 1.785"  
**SIXTEENTH - H** 5.145" x 1.357"  
**SIXTEENTH - V** 2.54" x 2.786"  
**THIRTYSECOND** 2.54" x 1.357"

ALL TABLOID SIZES ABOVE CAN BE USED IN THE BROADSHEET FORMATS

BROADSHEET

**B/S FULL PAGE** 10.375" x 21.5"  
**B/S THREE QUARTER - H** 10.375" x 16.125"  
**B/S HALF - V** 5.145" x 21.5"  
**B/S HALF - H** 10.375 x 10.75"  
**B/S THREE EIGHTS - V** 5.145" x 16.125"  
**B/S QUARTER - V** 5.145" x 10.75"  
**B/S QUARTER - H** 10.375" x 5.375"  
**B/S FIFTH - V** 5.145" x 8.8"  
**B/S SIXTH - H** 5.145" x 7.17"  
**B/S EIGHTH - H** 5.145" x 5.285"

## Dailies Columns

| METROLAND DAILIES- HAMILTON SPECTATOR, GUELPH MERCURY AND WATERLOO REGION RECORD - BROADSHEET |        |        |         |         |         |        |         |         |         |
|---|--------|--------|---------|---------|---------|--------|---------|---------|---------|
| 1 col.  | 2 col. | 3 col. | 4 col.  | 5 col.  | 6 col.  | 7 col. | 8 col.  | 10 col. |         |
| INCHES  | 14/16" | 2"     | 3 1/32" | 4 3/32" | 5 3/16" | 6 1/4" | 7 5/16" | 8 3/8"  | 10 1/2" |
| INCHES DECIMAL  | 0.9625 | 1.967" | 3.03"   | 4.1"    | 5.16"   | 6.23"  | 7.3"    | 8.36"   | 10.5"   |

The Hamilton Spectator and Waterloo Region Record are 10 x 307 (10.5" x 21.929") and the Guelph Mercury is 10 x 296 (10.5" x 21.4").

**USING AN FTP CLIENT APPLICATION, CONNECT TO OUR FTP SERVER AND TRANSFER YOUR COMPRESSED FILE OR PDF ONTO OUR CORPORATE FTP SITE**  
**• FTP Login Information:** FTP URL: <ftp02.metroland.com> Username: ads Password: csl  
 Our FTP site can be accessed using a web browser, such as Internet Explorer 7.0 or higher. To do so, enter the following into the URL Address: <ftp://ads@ftp02.metroland.com>  
 The browser will prompt you for the password and should open up a Finder or Windows Explorer window (Mac OS and Windows respectively).  
**E-mail** • Ads smaller than 3 Mb can be sent via e-mail to your sales representative or to [ads@metroland.com](mailto:ads@metroland.com) • Ad material on CD-ROM or DVD are also accepted.

## Modular Sizes - Eastern Ontario Region

\*Note that third size is available, please contact your corporate account executive.

TABLOID

**FULL PAGE** 10.375" X 13.5"  
**THREE QUARTER - H** 10.375" X 10.071"  
**HALF - V** 5.145" x 13.5"  
**HALF - H** 10.375" X 6.714"  
**THIRD H** 10.375" X 4.5"  
**THIRD** 5.145" x 9"  
**THREE EIGHTH** 5.145" x 10.071"  
**QUARTER - V** 5.145" x 6.714"  
**QUARTER - H** 10.375" x 3.285"  
**SIXTH** 5.145" x 4.428"  
**EIGHTH** 5.145" x 3.285"  
**SIXTEENTH - H** 5.145" x 1.642"  
**SIXTEENTH - V** 2.0084" x 4.214"  
**BASEBAR** 10.375" X 1.785"  
**THIRTY SECOND** 2.008" x 2.071"

## Eastern Ontario Region Publications

| OTTAWA                                    |                            | SEAWAY  |
|---|----------------------------|---|
| ▪ Arnprior Chronicle Guide                | ▪ Ottawa South News        | ▪ Belleville News   |
| ▪ Carleton Place-Almonte Canadian Gazette | ▪ Ottawa West News         | ▪ Central Hastings News   |
| ▪ Kanata Courier Standard                 | ▪ Perth Courier            | ▪ Frontenac Gazette   |
| ▪ Kemptville Advance                      | ▪ Renfrew Mercury          | ▪ Kingston Heritage   |
| ▪ Manotick News                           | ▪ Smiths Falls Record News | ▪ Quinte West News  |
| ▪ Nepean/Barrhaven News                   | ▪ Stittsville News         | ▪ St. Lawrence News   |
| ▪ Orleans News                            | ▪ West Carleton Review     | ▪ Trent Hills Regional News   |
| ▪ Ottawa East News                        |                            | ▪ Napanee Beaver (see modular size - Napanee & Picton on next page) |
|   |                            | ▪ Picton Gazette (see modular size - Napanee & Picton on next page) |

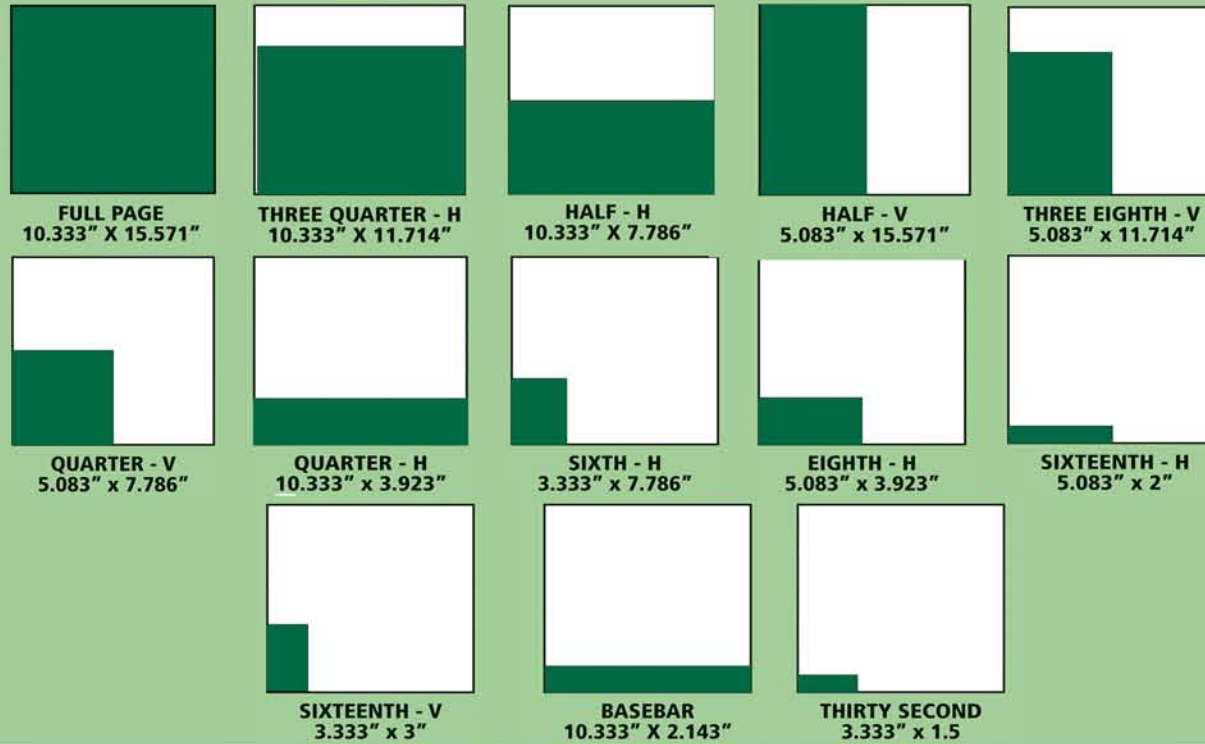
\* Please refer to individual publications on rate card for details

## Colour Charges

| * Rates are in gross                         | SPOT    | PROCESS  |
|--|---------|----------|
| ▪ Eastern Ontario Region - 15 Ottawa markets | \$2,117 | \$7,058  |
| ▪ Eastern Ontario Region - 9 Seaway markets  | \$1,294 | \$6,117  |
| ▪ Eastern Ontario Region - Ottawa + Seaway   | \$3,388 | \$11,292 |

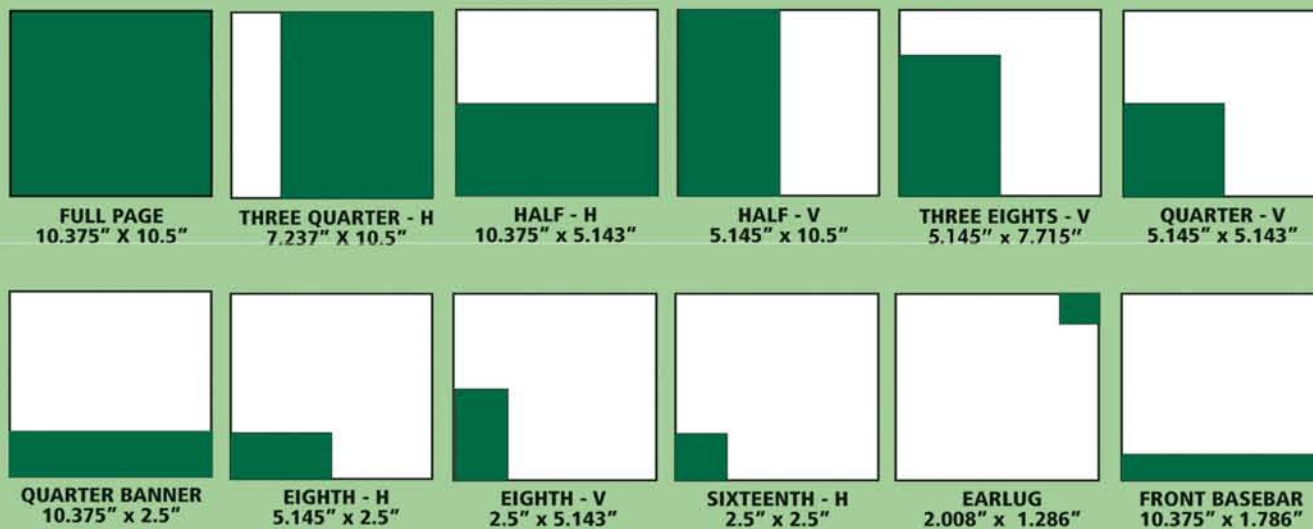
## Modular Sizes - Napanee and Picton

TABLOID



## Modular Sizes - Niagara

TABLOID



### Metroland Community & Specialty Websites

- ✓ BramptonGuardian.com
- ✓ DurhamRegion.com
- ✓ GuelphMercury.com
- ✓ InsideHalton.com
- ✓ InsideToronto.com
- ✓ myKawartha.com
- ✓ NiagaraThisWeek.com
- ✓ Simcoe.com
- ✓ TheRecord.com
- ✓ TheSpec.com
- ✓ Yorkregion.com
- ✓ YourOttawaRegion.com
- ✓ Auto Catch
- ✓ Gotta Rent
- ✓ Flyerland
- ✓ Local Work
- ✓ Save.ca
- ✓ Shop Catch
- ✓ Wag Jag
- and many more...

The Metroland digital network is comprised of 31 community sites, 104 mobile news sites and applications and numerous specialty sites. We serve more than 8.2 million unique visitors and 44 million page views each month by providing local news and information about the communities they serve.

Source: Omniture, Dec 2012

# Specifications and Information

### Deadlines

Space reservations: 4-6 days preceding\* Material: 5 days preceding\*  
 • Deadlines vary by market

### Colour Rates

Spot Colour—\$335 per paper; Two Colour—\$610 per paper  
 Process Colour—\$1160 per paper  
 Multi-market rates-on request

Notes:

- 1) For spot colour minimum advertisement quarter page
- 2) For process colour minimum advertisement three-quarter page

### Terms of Payment

- Accounts due when rendered. Accounts will be considered past due 30 days after billing. Interest will be charged on overdue accounts.
- Agency commission 15%

### Copyright

Advertiser acknowledges the Newspaper owns the copyright and all other intellectual property rights for materials prepared by the Newspaper for the Advertiser.

### Errors and Omissions

- Liability of Publisher for non-insertion is limited to the amount paid for the advertisement. Liability of Publisher for errors by the Publisher is limited to cost of space occupied by the error.
- Liability of Publisher for damage arising out of incorrect delivery or non-delivery of any flyer is limited to the amount paid to the Publisher for distribution of such flyer.
- Claims for errors in advertisements or flyer deliveries must be made prior to next publication date.
- Positioning of advertisements or flexform formats are not guaranteed unless a premium is paid. The printing of key numbers is not guaranteed.
- Publisher reserves the right to revise, reject, discontinue or omit any advertisement, 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.
- The Publisher will not knowingly publish any advertisement which is illegal, infringing, misleading or offensive to its readers.

### General

- All advertising subject to approval. Rates are subject to change without notice.
- R.O.P lineage volumes are based on per publication calculation.
- The publisher reserves the right or option 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.

### Inserting & Distribution Rates (Gross)

- (a) In Paper Pre-printed inserts
  - up to 24 tabloid pages .....\$53 per M
  - over 24 tabloid pages ..... on request
- (b) Distribution by F.S.A. Metroland offers distribution any day of the week by F.S.A. (Forward Sortation Area). For pieces up to 2 oz. (57 grams) in weight:
  - Publishing Days .....\$53 per M
  - Apartment Bag Inserts .....\$53 per M
  - Other days ..... on request
 Prices on request for pieces over 2 oz. (57 grams) in weight.

### Distribution Volume Rates

- 1) Volume rates available on request
- 2) Prices F.O.B. Metroland distribution centres
- 3) Shipping instructions on request
- 4) Insert received after 4 working days prior to publication date subject to \$10 per M premium
- 5) Net inserting and distribution rates are non-commissionable.
- 6) Flyers not meeting Metroland counting, bundling and shipping requirements subject to a premium

The rate for inserting and distribution of flyers in the following newspapers is \$67.10 per thousand gross: (no volume discounts are available)

- New Hamburg Independent

The rate for inserting and distribution of flyers in the following newspapers is \$86.25 per thousand gross: (no volume discounts are available)

|                           |                            |                            |
|---------------------------|----------------------------|----------------------------|
| - Arthur Enterprise News  | -Fergus-Elora News Express | - St. Mary's Journal Argus |
| - Beaverton Brock Citizen | - Independent Plus         | - Stayner Sun              |
| - Elmira Independent      | - Listowel Banner          | - Walkerton Herald-Times   |
| - Exeter Times-Advocate   | - Meaford Express          | - Wingham Advance-Times    |
|                           | - Minto Express            |                            |
|                           | - Mount Forest Confederate |                            |

The rate for inserting and distribution of flyers in the following newspapers is \$97.75 per thousand gross: (no volume discounts are available)

|                        |                              |                           |
|------------------------|------------------------------|---------------------------|
| - Almaguin News        | - Gravenhurst Banner         | - Parry Sound Beacon Star |
| - Huntsville Forester  | - Muskoka District Weekender | - The Muskokan            |
| - Bracebridge Examiner | - Muskoka Sun                |                           |

**Charitable rate: 13 times.**  
**\*Must be a registered charity to be eligible for these rates.**

### DIGITAL AD TRANSMISSION SPECIFICATIONS

On Request



Head Office: 3125 Wolfedale Rd. Mississauga, ON L5C 1W1  
 Corporate Sales Office: 10 Tempo Ave., Toronto, ON M2H 2N8  
 (416) 493-1300 / Fax: (416) 493-0623  
 Internet: <http://www.metroland.com>  
 E-mail: [Corporate.Sales@metroland.com](mailto:Corporate.Sales@metroland.com)