



# Advertising Rates & Information

		Basebar	Full	Three Qtrs	Half	3/8ths	Quarter	Sixth	Eighth	Sixteen	32nd
		Cost PER Insertion	Cost PER Insertion	Cost PER Insertion	Cost PER Insertion	Cost PER Insertion	Cost PER Insertion	Cost PER Insertion	Cost PER Insertion	Cost PER Insertion	Cost PER Insertion
<small>Serving your community since 1856</small> <b>WATERLOO CHRONICLE</b> Thursdays Circulation <b>32,000</b>	52x	\$211	\$1,235	\$1,023	\$688	\$546	\$371	\$254	\$204	\$117	\$71
	26x	\$220	\$1,294	\$1,072	\$721	\$572	\$388	\$266	\$213	\$122	\$74
	13x	\$229	\$1,353	\$1,120	\$753	\$597	\$405	\$277	\$222	\$126	\$76
	4x	\$294	\$1,764	\$1,459	\$979	\$776	\$524	\$356	\$284	\$159	\$93
	1x	\$328	\$1,980	\$1,637	\$1,098	\$869	\$586	\$397	\$317	\$176	\$102
<b>Kitchener Post</b> Thursdays Circulation <b>60,000</b>	52x	\$325	\$1,964	\$1,625	\$1,089	\$861	\$581	\$394	\$314	\$175	\$101
	26x	\$340	\$2,059	\$1,705	\$1,145	\$905	\$609	\$415	\$329	\$183	\$105
	13x	\$354	\$2,153	\$1,780	\$1,193	\$943	\$636	\$431	\$343	\$189	\$109
	4x	\$458	\$2,810	\$2,322	\$1,554	\$1,229	\$826	\$557	\$442	\$242	\$137
	1x	\$513	\$3,156	\$2,607	\$1,745	\$1,378	\$925	\$623	\$495	\$269	\$151
<small>Your Hometown Newspaper</small> <b>CAMBRIDGE TIMES</b> Tuesdays Circulation <b>42,163</b>	52x	\$254	\$1,510	\$1,249	\$839	\$665	\$450	\$307	\$246	\$139	\$82
	26x	\$260	\$1,549	\$1,282	\$861	\$682	\$462	\$315	\$252	\$142	\$84
	13x	\$266	\$1,588	\$1,314	\$882	\$699	\$473	\$322	\$258	\$145	\$86
	4x	\$331	\$2,000	\$1,653	\$1,209	\$877	\$592	\$401	\$320	\$178	\$103
	1x	\$393	\$2,392	\$1,977	\$1,324	\$1,047	\$705	\$477	\$380	\$209	\$119
<small>Your Hometown Newspaper</small> <b>CAMBRIDGE TIMES</b> Thursdays Circulation <b>47,480</b>	52x	\$277	\$1,659	\$1,372	\$921	\$730	\$493	\$336	\$269	\$151	\$88
	26x	\$284	\$1,702	\$1,408	\$945	\$748	\$506	\$345	\$275	\$154	\$91
	13x	\$291	\$1,744	\$1,443	\$968	\$767	\$518	\$352	\$282	\$158	\$93
	4x	\$362	\$2,198	\$1,815	\$1,218	\$963	\$649	\$439	\$350	\$194	\$115
	1x	\$430	\$2,630	\$2,170	\$1,455	\$1,150	\$775	\$525	\$415	\$230	\$130
<small>Your Voice in Guelph</small> <b>Guelph TRIBUNE</b> Tuesdays Circulation <b>40,526</b>	52x	\$254	\$1,510	\$1,249	\$839	\$665	\$450	\$307	\$246	\$139	\$82
	26x	\$260	\$1,549	\$1,282	\$861	\$682	\$462	\$315	\$252	\$142	\$84
	13x	\$266	\$1,588	\$1,314	\$882	\$699	\$473	\$322	\$258	\$145	\$86
	4x	\$331	\$2,000	\$1,653	\$1,109	\$877	\$592	\$401	\$320	\$178	\$103
	1x	\$393	\$2,392	\$1,977	\$1,324	\$1,047	\$705	\$477	\$380	\$209	\$119
<small>Your Voice in Guelph</small> <b>Guelph TRIBUNE</b> Thursdays Circulation <b>45,551</b>	52x	\$277	\$1,659	\$1,372	\$921	\$730	\$493	\$336	\$269	\$151	\$88
	26x	\$284	\$1,702	\$1,408	\$945	\$748	\$506	\$345	\$275	\$154	\$91
	13x	\$291	\$1,744	\$1,443	\$968	\$767	\$518	\$352	\$282	\$158	\$93
	4x	\$362	\$2,198	\$1,815	\$1,218	\$963	\$649	\$439	\$350	\$194	\$115
	1x	\$430	\$2,630	\$2,170	\$1,455	\$1,150	\$775	\$525	\$415	\$230	\$130
New Hamburg * <b>INDEPENDENT.ca</b> Wednesdays Circulation <b>4,747</b>	52x	\$137	\$765	\$634	\$430	\$343	\$235	\$163	\$133	\$79	\$51
	26x	\$143	\$804	\$667	\$452	\$360	\$247	\$171	\$139	\$83	\$53
	13x	\$149	\$843	\$699	\$473	\$377	\$258	\$178	\$145	\$86	\$54
	4x	\$177	\$1,020	\$845	\$570	\$453	\$309	\$212	\$172	\$100	\$62
	1x	\$202	\$1,176	\$974	\$656	\$521	\$354	\$243	\$195	\$112	\$68

Colour Rates: Spot \$300/paper • Process Colour \$550/paper

\*All rates shown include "Print to Web" on-line component



# Advertising Sizes

**FRONT LUG 1.5"x1.87"**  
**PAGE 3 & SPORTS LUG 2.5"x1"**

**Full Page 10.375" x 11.5"**  
10 col x 161 agates

**Basebar 10.375" x 1.785"**  
10 col x 25 agates  
(Front Pg or Section Front ONLY)

**Three Quarter Horizontal 10.375" x 8.571"**  
10 col x 120 agates

**Half Page Vertical 5.145" x 11.5"**  
5 col x 161 agates

**Half Page Horizontal 10.375" x 5.714"**  
10 col x 80 agates

**Three Eighths Vertical 5.145" x 8.571"**  
5 col x 120 agates

**Quarter Vertical 5.145" x 5.714"**  
5 col x 80 agates

**Quarter Horizontal 10.375" x 2.785"**  
10 col x 39 agates

**Sixth Horizontal 5.145" x 3.714"**  
5 col x 52 agates

**Eighth Horizontal 5.145" x 2.785"**  
5 col x 39 agates

**Sixteenth Horizontal 5.145" x 1.357"**  
5 col x 19 agates

**Sixteenth Vertical 2.008" x 3.571"**  
2 col x 50 agates

**Thirty Second - 2.008" x 1.785"**  
2 col x 25 agates

# Production Contact Information

—Your Hometown Newspaper—  
**CAMBRIDGE TIMES**

Phone: 519-623-3050 Ext. 241 or 214

**E-mail Information:**

tanderson@cambridgetimes.ca

**Kitchener Post**

Phone: 519-579-0301 Ext. 2305

**E-mail Information:**

pdomm@kitchenerpost.ca

—Serving your community since 1856—  
**WATERLOO CHRONICLE**

Phone: 519-886-2830 Ext. 219

**E-mail Information:**

milmartin@waterloochronicle.ca

**INSTRUCTIONS FOR SENDING ADS ON FTP** (Macintosh Compatible)  
**PLEASE EMAIL US ONCE THE MATERIAL HAS BEEN SENT**

**CAMBRIDGE TIMES SITE:**

HOST: ftp.cambridgetimes.ca

USER ID: ctads

PW: adsend

**KITCHENER POST SITE:**

HOST: ftp.kitchenerpost.ca

USER ID: Kpftp

PW: kpftpK1

**WATERLOO CHRONICLE:**

HOST: ftp.waterloochronicle.ca

USER ID: wcads

PW: adsend

## Mechanical Requirements

**MEDIA:** CD, DVD, USB Memory Stick

**PROGRAMS USED:** Quark 7, Photoshop CS3, Illustrator CS3, InDesign CS3, Acrobat CS3

*Please make sure the document is COMPRESSED (Stuffit or Zip).*

*If you are using a higher version of InDesign be sure to include an INX file.*

**IMAGES & LOGOS:**

.jpg - .psd (photoshop) - .tiff - .eps 300dpi if possible

*(NO Microsoft Word, Powerpoint or Corel Wordperfect files!)*

**FINISHED WORK:** PDF only please

## Advertising & Editorial Information

**CAMBRIDGE TIMES**

475 Thompson Drive, Units 1-4, Cambridge, Ontario N1T 2K7 • Phone: 519-623-7395 Fax: 519-623-9155

**KITCHENER POST**

630 Riverbend Drive Unit 104, Kitchener, Ontario, N2K 3S2 • Phone: 519 579 7166 Fax: 519 579 2029

**WATERLOO CHRONICLE**

279 Weber Street, North, Suite 20, Waterloo, Ontario N2J 3H8 • Phone: 519-886-2830 Fax: 519-886-9383

**Contact Information**

**Advertising and Flyer Distribution:** tanderson@cambridgetimes.ca 519-632-3050 ext. 232

**Editorial:** bvrbanac@kitchenerpost.ca 519-886-2830 ext. 229

bvrbanac@waterloochronicle.ca 519-886-2830 ext. 229

rvivian@cambridgetimes.ca 519-623-7395 ext. 215

—Your Hometown Newspaper—  
**CAMBRIDGE TIMES**

**Kitchener Post**

—Serving your community since 1856—  
**WATERLOO CHRONICLE**

NEW HAMBURG  
**INDEPENDENT**

—Your Voice in Guelph—  
**Guelph TRIBUNE**

# ROP Deadlines

Effective November 2015

## Tuesday R.O.P Deadlines (Cambridge & Guelph):

Cambridge Tuesday Ad Booking deadlines - Friday prior 11:30am  
Cambridge Tuesday Ad Material deadlines - Friday prior 3:00pm  
Guelph Tuesday Ad Booking deadlines - Friday prior 10:00am  
Guelph Tuesday Ad Material deadlines - Friday prior 3:00pm

## Wednesday R.O.P Deadlines (New Hamburg):

Wednesday Ad Booking deadlines - Friday prior 2:00pm  
Wednesday Ad Material deadlines - Friday prior 5:00pm

## Thursday R.O.P Deadlines (Waterloo):

Thursday Ad Booking deadlines - Monday prior 10:00am  
Thursday Ad Material deadlines - Tuesday prior 12 noon

## Thursday R.O.P Deadlines (Cambridge & Guelph):

Cambridge Thursday Ad Booking deadlines - Tuesday prior 11:30am  
Cambridge Thursday Ad Material deadlines - Tuesday prior 3:00pm  
Guelph Thursday Ad Booking deadlines - Tuesday prior 10:00am  
Guelph Thursday Ad Material deadlines - Tuesday prior 3:00pm

## Thursday R.O.P Deadlines (Kitchener):

Thursday Ad Booking deadlines - Monday prior 10:00am  
Thursday Ad Material deadlines - Tuesday prior 3:00pm

## Flyer Rate Information\*

**KITCHENER POST**  
**CAMBRIDGE TIMES**  
**GUELPH TRIBUNE**  
**WATERLOO CHRONICLE**

Pieces delivered annually with Metroland .....	Rate per m
up to 250,000 annually .....	\$55mm
250,000 to 500,000 annually .....	\$50m
500,000 to 750,000 annually .....	\$45m
750,000 to 1,000,000 annually .....	\$40m
over 1,000,000 annually .....	\$39m

## NEW HAMBURG INDEPENDENT .....

\$90 per 1000

\*up to 24 tabloid pages. See or request warehouse specifications

## Flyer Booking Deadlines

### CAMBRIDGE & GUELPH

#### Guelph/Cambridge Tuesday Booking Deadlines:

Monday prior (8 days) before 5pm

#### Guelph/Cambridge Tuesday Arrival Deadlines: Tuesday Prior (7 days)

### WATERLOO

#### Thursday Flyer Booking Deadlines: Tuesday prior (9 days) before 5pm

#### Thursday Flyer Arrival Deadlines: Wednesday prior (8 days)

### NEW HAMBURG

#### Wednesday Flyer Booking Deadlines: Wednesday before 5pm

#### Tuesday Flyer Arrival Deadlines: Thursday 5pm

### CAMBRIDGE & GUELPH

#### Guelph/Cambridge Thursday Flyer Booking Deadlines:

Wednesday prior (8 days)

#### Guelph/Cambridge Thursday Flyer Arrival Deadlines:

Thursday prior (7 days)

### KITCHENER

#### Thursday Flyer Booking Deadlines: Tuesday prior (9 days) before 5pm

#### Thursday Flyer Arrival Deadlines: Wednesday prior (8 days)

## Flyer Shipping

### Flyer Shipping Address:

**CAMBRIDGE, GUELPH &  
NEW HAMBURG**

Metroland West Distribution Centre  
5300 Harvester Rd., Burlington, ON  
905-634-1710

### KITCHENER & WATERLOO

44 Frid Street  
Hamilton, Ontario  
L8N 3G3

Receiving open between the hours  
of 7:15 am - 2:00 pm only.



# Circulation & Flyer Coverage

## GUELPH TUESDAY, THURSDAY

### GUELPH CARRIER DELIVERED

Truck	FSA	Area	Amount
001	N1G	Central: Gordon, Edinburgh, College	1808
002	N1C / N1G	South: Downey, Niska, College, Stone	1934
023	N1G	South: Kortright W, Edinburgh S, Rickson	2219
003	N1G / N1L	South: Kortright E, Gordon, Pineridge	6290
004	N1H	Central: Norfolk, Waterloo, Silvercreek	3492
005	N1H	Central/North: London, Westmount, Woodlawn	2083
006	N1E	North/East: Speedvale E, Victoria N	2957
007	N1E	Central: York, Victoria N, Elizabeth	1260
008	N1E	Central: Eramosa, Speedvale E	3066
009	N1E	East: Victoria, Eastview, Watson	4624
031	N1K	West: Hanlon, Imperial, Elmira, Hwy #24	2495
045	N1H	West/North: Hanlon, Imperial N, Speedvale W	2949
<b>Totals</b>			<b>35,177</b>

### GUELPH APARTMENT LOBBY DELIVERED

400	Apartments: North of Wellington, East of Woolwich	2240
500	Apartments: South of Wellington, West of Woolwich	2008
<b>Totals</b>		<b>4248</b>

### GUELPH RURAL DELIVERED (THURSDAYS ONLY)

Area #1	Hwy #6, 6th Line E, First Line/18, Woodlawn Rd W	1500
Area #2	Watson Rd, Erin/Halton, Hwy #124, Cnty Rd #125	850
Area #3	Stone Rd, Clair Rd, Hwy #401, Hanlon	925
Area #4	Hwy #124, Cambridge/Guelph Townline, Hwy #401, Hanlon	550
Area #5	Hwy #6, Fergus #18, Eramosa/Erin Townline, Hwy #124/1200	
<b>Totals</b>		<b>5,025</b>

### GUELPH OTHER DELIVERED

Stores/Boxes, Administration, Mailed Subscriptions & Service Copies (papers only, no flyers please)	1,101
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### EMC RURAL DELIVERY

Area #1	Fergus	4,750
Area #2	Arthur	1,150
Area #3	Elora	2,900
Area #4	Rockwood	1,250
<b>Totals</b>		<b>10,050</b>

**TOTAL DISTRIBUTION AVAILABLE 55,557**

## NEW HAMBURG WEDNESDAY

### NEW HAMBURG CARRIER DELIVERY

Truck	FSA	Area	Amount
	N3A	New Hamburg	2,287
	N3A	Baden	1,428
<b>Totals</b>			<b>3,715</b>
Mailed	N3A	New Hamburg	237
Mailed	N3A	Baden	70
Mailed	N0B 2P0	Shakespeare	30
Mailed	N0B 2H0	Petersburg	49
Mailed	N0J 1S0	Plattsville	20
Mailed	N0J 1B0	Bright	18
Mailed	N0B 2L0	St. Agatha	34
Mailed	N0B 2E0	New Dundee	47
Mailed	N0B 2R0	Tavistock	68
Mailed	N0B 2T0	Wellesley	116
<b>Totals</b>			<b>858</b>
Office/Dealer Copies			400

**TOTAL DISTRIBUTION AVAILABLE 4,747**

## WATERLOO THURSDAY

### WATERLOO DELIVERY

Truck	FSA	Area	Amount
	N2J	Glenridge, Willowdale, Uptown Breithaupt	4410
	N2K	Lincoln Village, Colonial Acres, Eastbridge, Bridgeport	7850
	N2L	Lakesore, Columbia, Westmount, Beechwood, Keatsway, Breezewood	7690
	N2T	Upper Beachwood, Resurrection, Laurel Creek	6270
	N2V	Northlake, Laurel Creek, Claire Hills	4580
Office/Dealer, Rack Copies			405
Apartment/Lobby Drops			795

**TOTAL DISTRIBUTION AVAILABLE 32,000**

Distant rurals (flyers only) 10,050

## KITCHENER THURSDAY



### KITCHENER SOUTH:

All areas south of Conestoga Pkwy and Ottawa St.  
N. East of the Parkway to City Limits.  
West and South to City Limits.

### KITCHENER NORTH:

All areas north of Conestoga Pkwy and Ottawa Street.  
East of the Parkway to City Limits.  
West to City Limits. North to Waterloo City Limits.

### SOUTH:

Truck	FSA	Area	Amount
	N2A	Lackner Woods, Stanley Pk, Chicopee Areas	7,910
	N2C	Kingsdale Area	2,970
	N2E	Laurentian West, Laurentian Hills, Country Hills Areas	10,690
	N2P	Pioneer Tower, Doon, Pioneer Park Areas	4,690
	N2R	Huron Park, Trussler, Brigadoon Areas	2,380
<b>Totals South Zone</b>			<b>28,640</b>

### NORTH:

	N2B	Grand River North, Heritage Park, Rosemount Areas	5,030
	N2G	Downtown East of King, Rockway Areas	3,310
	N2H	Downtown West of King Areas	5,950
	N2M	Forest Hill, Victoria Hills Areas	9,290
	N2N	Forest Heights, Highland West, Boardwalk Areas	7,780
<b>Totals North Zone</b>			<b>31,360</b>

**TOTAL DISTRIBUTION AVAILABLE 60,000**

## CAMBRIDGE TUES, THURS

### CAMBRIDGE CITY ZONE:

N3C	Hespeler	Homes	Apts
CA area		5,160	
CB area		2,250	
			332
N1T	North East Galt/Saginaw		
TA area		4,275	
N1R			
RA area		4,609	
RB area		1,049	
RC area		3,048	
RD area		2,595	
			1,611
N1P			
RD area		2,588	
			0
N1S			
SA area		2,749	
SB area		3,065	604
N3H			
HA area		2,719	
HB area		2,692	
			938

**TOTALS 41,385**

Truck	FSA	Area	Amount
90 & 91		Dealers & Stores (papers only, no flyers please)	805

### CAMBRIDGE RURAL ZONE: (THURSDAYS ONLY)

NOB	Ayr City Limits	1,519
Area #1	(North of 401 & West Puslinch)	676
Area #2	(East Cambridge, Barbers Beach)	488
Area #3	(South East Cambridge, Clyde)	550
Area #4	(Sheffield & Branchton)	597
Area #5	(South Cambridge & Glenmorris)	758
Area #6	(South West Cambridge, Roseville)	729
<b>Totals</b>		<b>5,317</b>

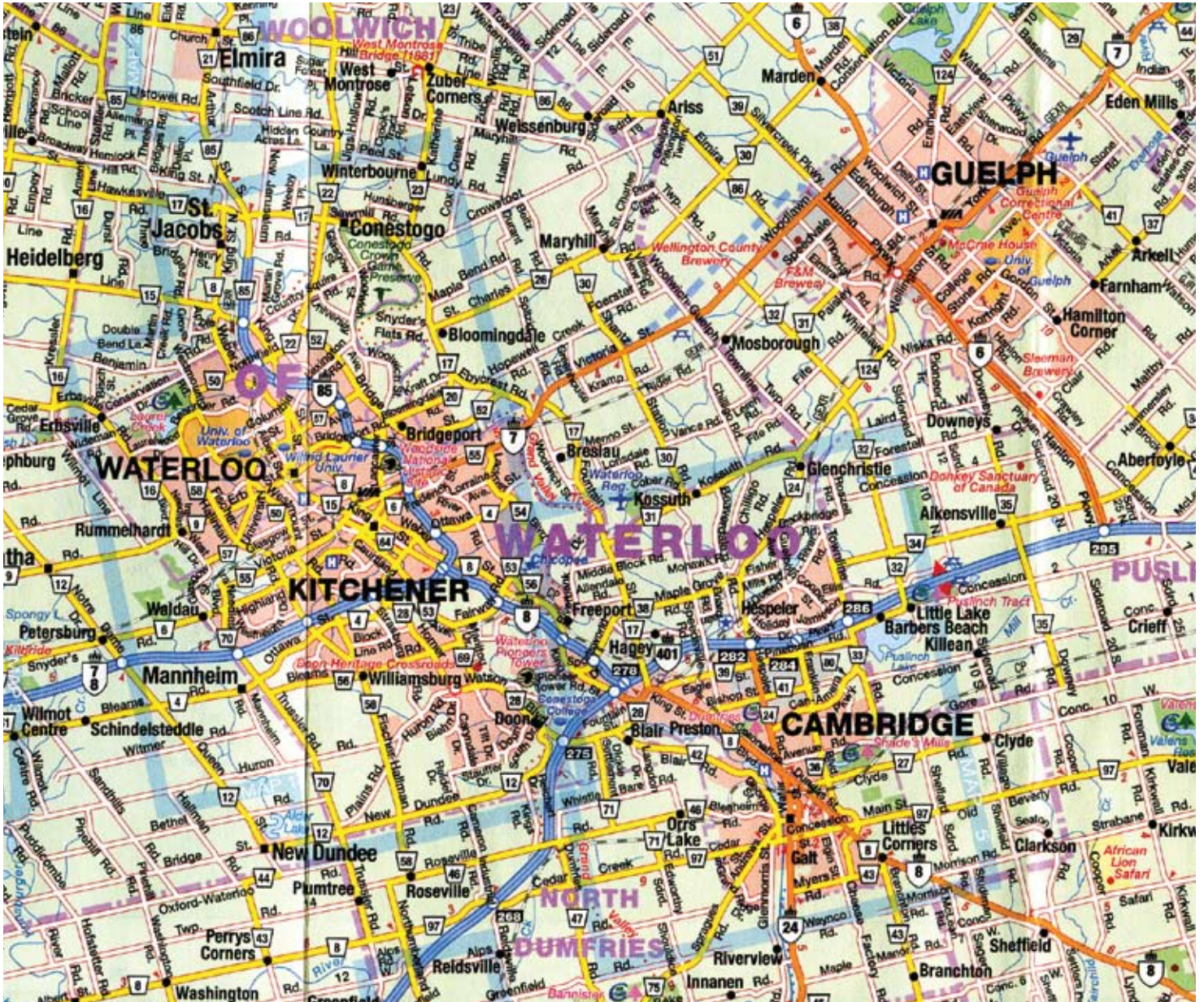
**TOTAL DISTRIBUTION AVAILABLE 47,480**

**TOTAL FLYER DISTRIBUTION AVAILABLE:**

**TUESDAYS 41,358**

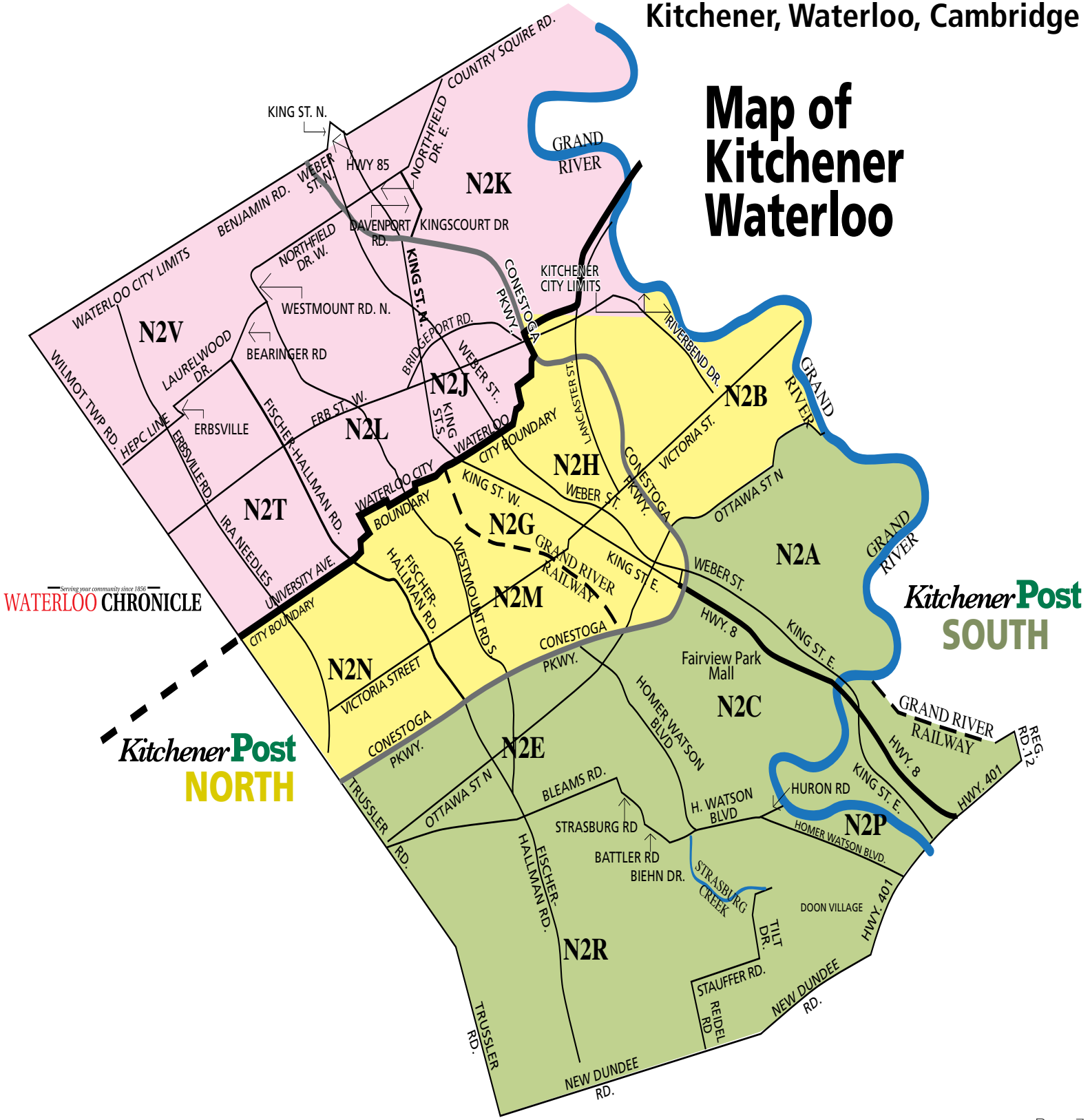
**THURSDAYS 46,675**

# Map of Waterloo, Kitchener, Cambridge & Guelph



Seamless flyer and  
ROP coverage available  
Kitchener, Waterloo, Cambridge

# Map of Kitchener Waterloo



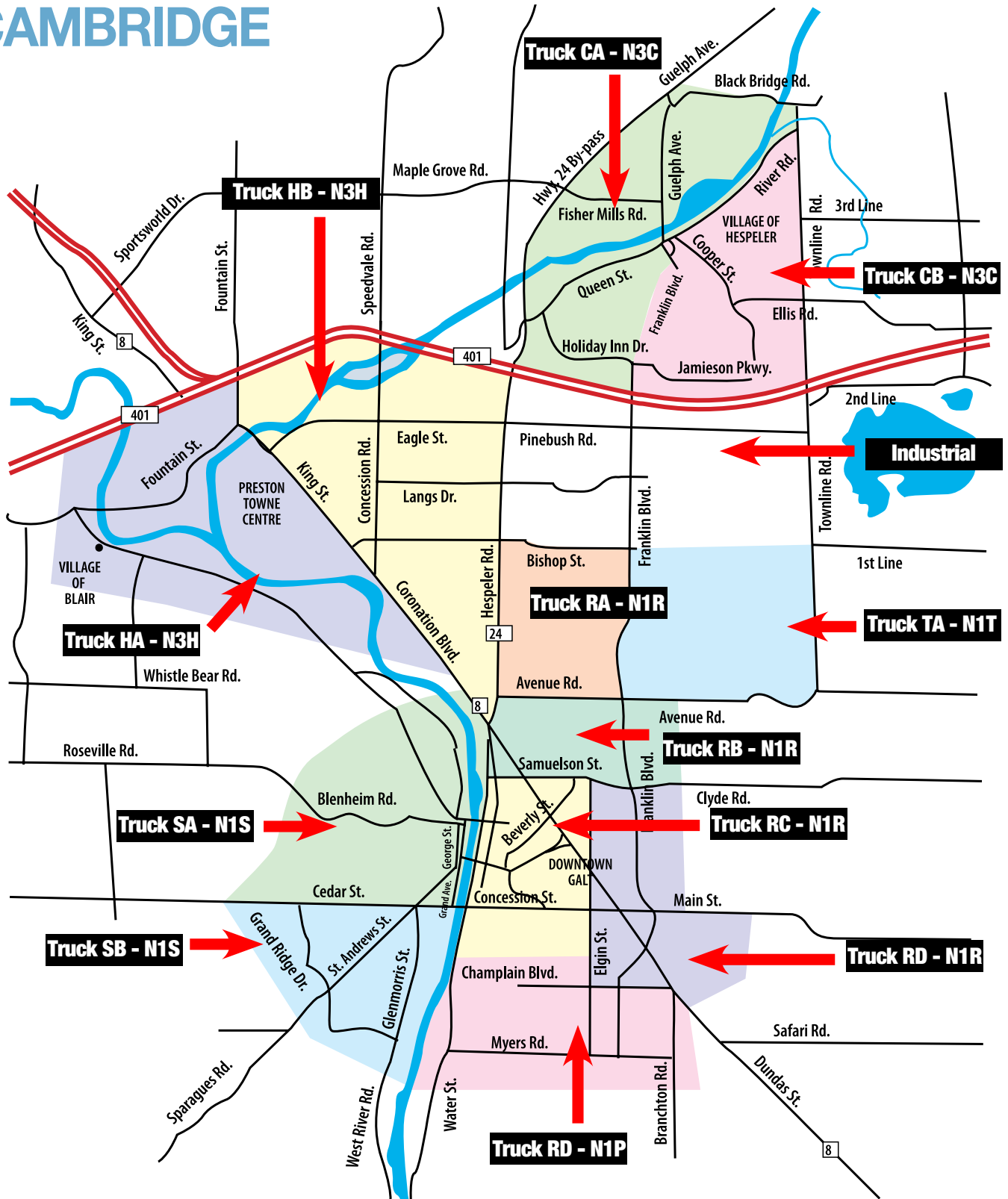
Waterloo Chronicle  
*Serving your community since 1856*

Kitchener Post  
SOUTH

Kitchener Post  
NORTH



# MAP OF CAMBRIDGE



Your Hometown Newspaper

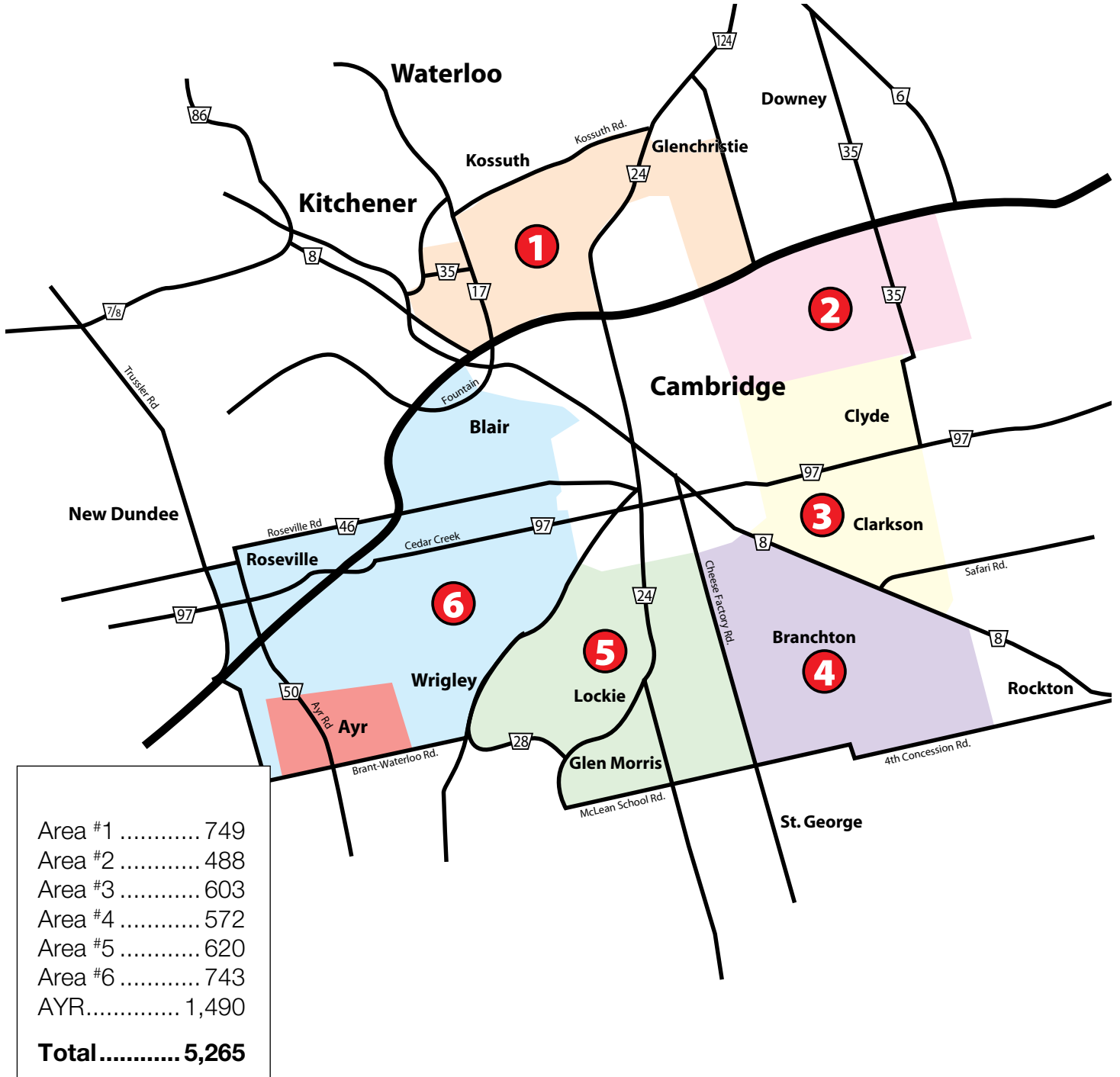
## CAMBRIDGE TIMES

475 Thompson Drive, Units 1-4, Cambridge N1T 2K7 | 519.623.7395 | www.cambridgetimes.ca

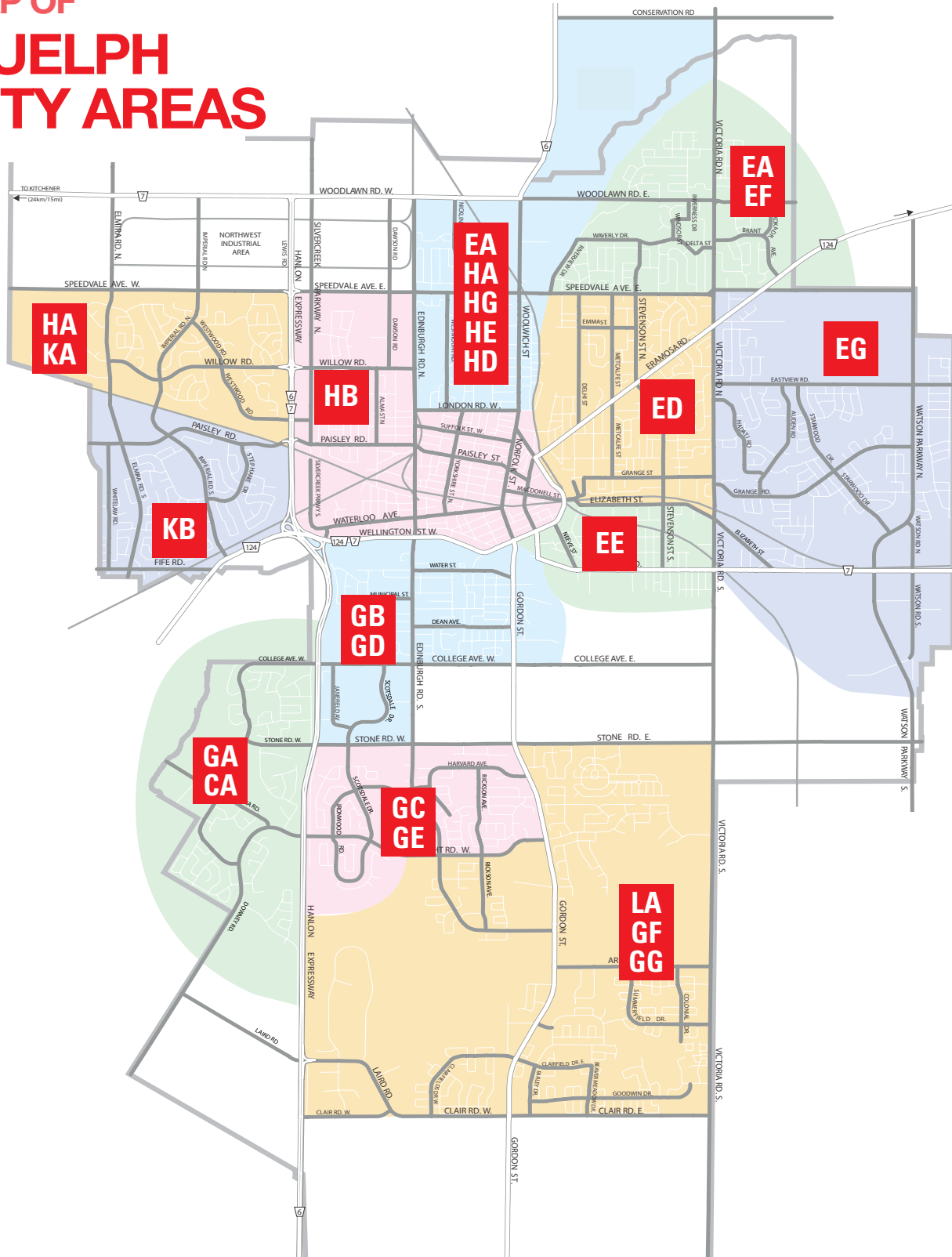


# MAP OF CAMBRIDGE RURAL AREAS

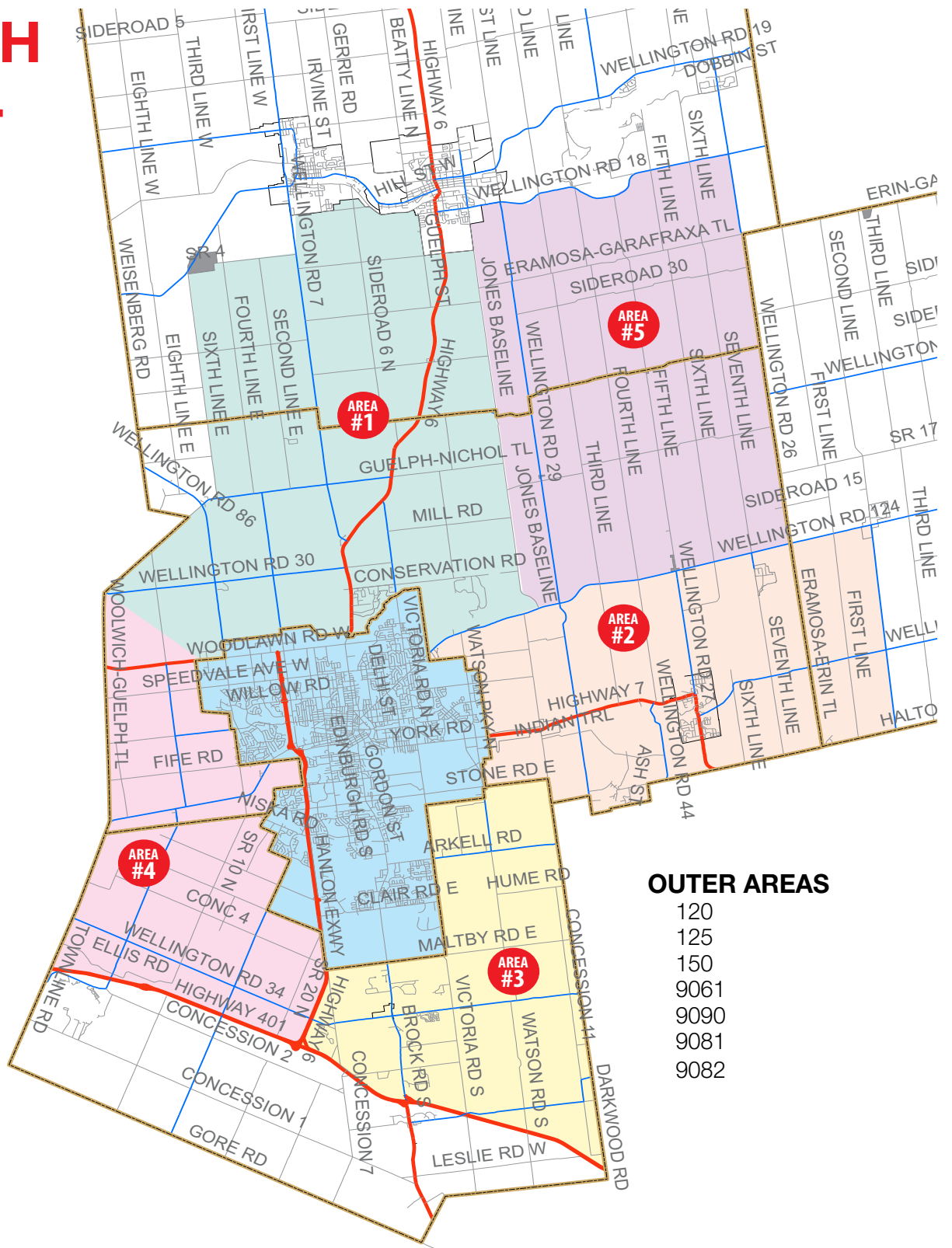
Seamless flyer and  
ROP coverage available  
Kitchener, Waterloo, Cambridge



# MAP OF GUELPH CITY AREAS



# MAP OF GUELPH RURAL AREAS



## OUTER AREAS

- 120
- 125
- 150
- 9061
- 9090
- 9081
- 9082

# MAP OF NEW HAMBURG & BADEN



NEW HAMBURG  
**INDEPENDENT**