



## FAIRWAY GROUP OF NEWSPAPERS

## Advertising Rates &amp; Information

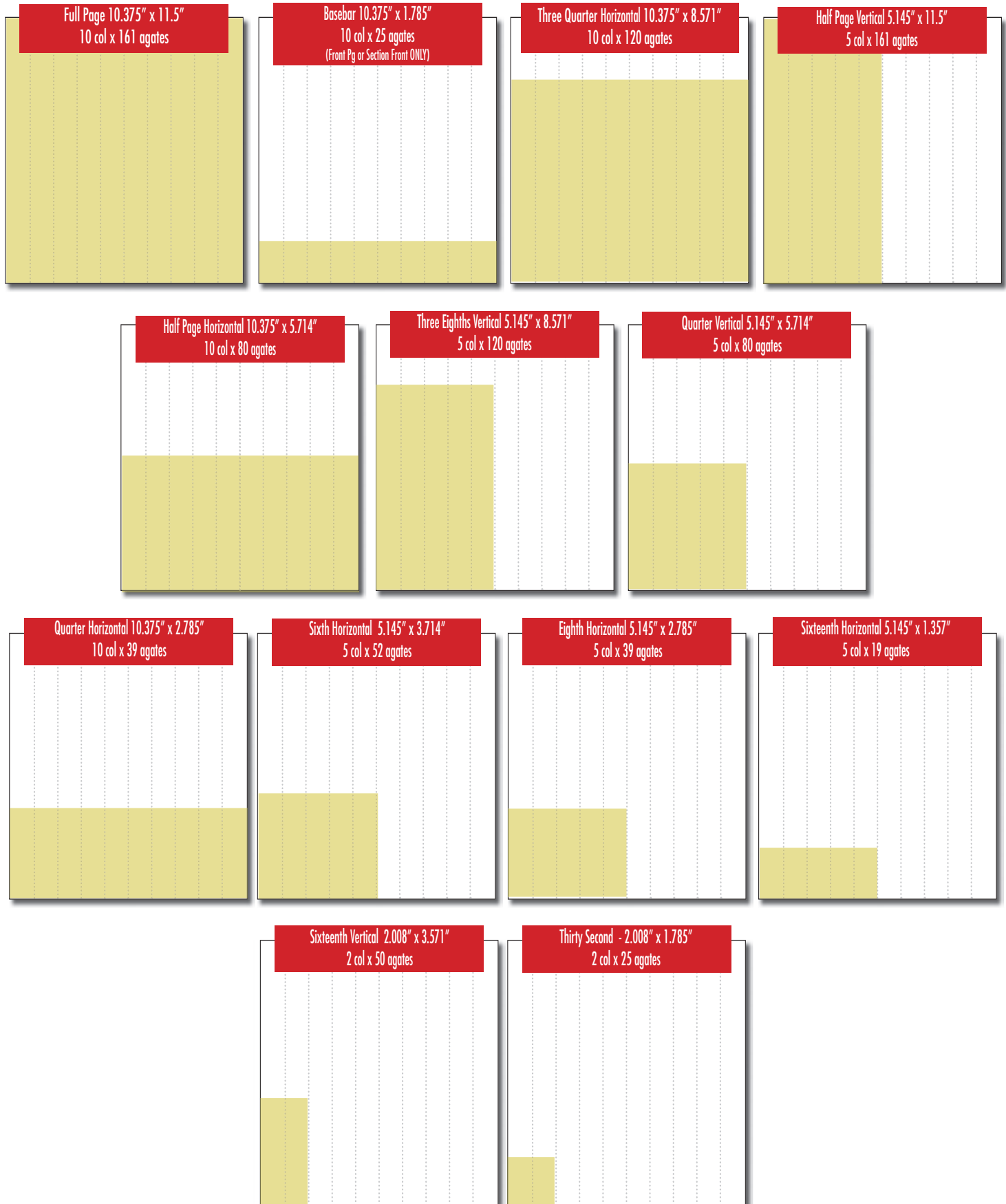
		Basebar	Full	Three Qtrs	Half	3/8ths	Quarter	Sixth	Eighth	Sixteen	32nd
		Cost PER Insertion	Cost PER Insertion	Cost PER Insertion	Cost PER Insertion	Cost PER Insertion	Cost PER Insertion	Cost PER Insertion	Cost PER Insertion	Cost PER Insertion	Cost PER Insertion
<small>Serving your community since 1854</small> <b>WATERLOO CHRONICLE</b> <b>Wednesdays</b> <b>Circulation 32,000</b>	52x	\$191	\$1,215	\$1,003	\$668	\$526	\$351	\$234	\$184	\$97	\$51
	26x	\$200	\$1,274	\$1,052	\$701	\$552	\$368	\$246	\$193	\$102	\$54
	13x	\$209	\$1,333	\$1,100	\$733	\$577	\$385	\$257	\$202	\$106	\$56
	4x	\$274	\$1,744	\$1,439	\$959	\$756	\$504	\$336	\$264	\$139	\$73
	1x	\$308	\$1,960	\$1,617	\$1,078	\$849	\$566	\$377	\$297	\$156	\$82
<small>Your Hometown Newspaper</small> <b>CAMBRIDGE TIMES</b> <b>Tuesdays</b> <b>Fridays</b> <b>Circulation 43,324</b>	52x	\$234	\$1,490	\$1,229	\$819	\$645	\$430	\$287	\$226	\$119	\$62
	26x	\$240	\$1,529	\$1,262	\$841	\$662	\$442	\$295	\$232	\$122	\$64
	13x	\$246	\$1,568	\$1,294	\$862	\$679	\$453	\$302	\$238	\$125	\$66
	4x	\$311	\$1,980	\$1,633	\$1,089	\$857	\$572	\$381	\$300	\$158	\$83
	1x	\$373	\$2,372	\$1,957	\$1,304	\$1,027	\$685	\$457	\$360	\$189	\$99
<small>Your Hometown Newspaper</small> <b>CAMBRIDGE TIMES</b> <b>Thursdays</b> <b>Circulation 48,499</b>	52x	\$257	\$1,639	\$1,352	\$901	\$710	\$473	\$316	\$249	\$131	\$68
	26x	\$264	\$1,682	\$1,388	\$925	\$728	\$486	\$325	\$255	\$134	\$71
	13x	\$271	\$1,724	\$1,423	\$948	\$747	\$498	\$332	\$262	\$138	\$73
	4x	\$342	\$2,178	\$1,795	\$1,198	\$943	\$629	\$419	\$330	\$174	\$95
	1x	\$410	\$2,610	\$2,150	\$1,435	\$1,130	\$755	\$505	\$395	\$210	\$110
<b>Kitchener Post</b> <b>Fridays</b> <b>Circulation 61,000</b>	52x	\$305	\$1,944	\$1,605	\$1,069	\$841	\$561	\$374	\$294	\$155	\$81
	26x	\$320	\$2,039	\$1,685	\$1,125	\$885	\$589	\$395	\$309	\$163	\$85
	13x	\$334	\$2,133	\$1,760	\$1,173	\$923	\$616	\$411	\$323	\$169	\$89
	4x	\$438	\$2,790	\$2,302	\$1,534	\$1,209	\$806	\$537	\$422	\$222	\$117
	1x	\$493	\$3,136	\$2,587	\$1,725	\$1,358	\$905	\$603	\$475	\$249	\$131
<b>Guelph TRIBUNE</b> <b>Tuesdays</b> <b>Circulation 40,000</b>	52x	\$234	\$1,490	\$1,229	\$819	\$645	\$430	\$287	\$226	\$119	\$62
	26x	\$240	\$1,529	\$1,262	\$841	\$662	\$442	\$295	\$232	\$122	\$64
	13x	\$246	\$1,568	\$1,294	\$862	\$679	\$453	\$302	\$238	\$125	\$66
	4x	\$311	\$1,980	\$1,633	\$1,089	\$857	\$572	\$381	\$300	\$158	\$83
	1x	\$373	\$2,372	\$1,957	\$1,304	\$1,027	\$685	\$457	\$360	\$189	\$99
<b>Guelph TRIBUNE</b> <b>Thursdays</b> <b>Circulation 45,000</b>	52x	\$257	\$1,639	\$1,352	\$901	\$710	\$473	\$316	\$249	\$131	\$68
	26x	\$264	\$1,682	\$1,388	\$925	\$728	\$486	\$325	\$255	\$134	\$71
	13x	\$271	\$1,724	\$1,423	\$948	\$747	\$498	\$332	\$262	\$138	\$73
	4x	\$342	\$2,178	\$1,795	\$1,198	\$943	\$629	\$419	\$330	\$174	\$95
	1x	\$410	\$2,610	\$2,150	\$1,435	\$1,130	\$755	\$505	\$395	\$210	\$110
<small>NEW HAMBURG</small> <b>INDEPENDENT</b> <b>Wednesdays</b> <b>Circulation 3,400</b>	52x	\$117	\$745	\$614	\$410	\$323	\$215	\$143	\$113	\$59	\$31
	26x	\$123	\$784	\$647	\$432	\$340	\$227	\$151	\$119	\$63	\$33
	13x	\$129	\$823	\$679	\$453	\$357	\$238	\$158	\$125	\$66	\$34
	4x	\$157	\$1,000	\$825	\$550	\$433	\$289	\$192	\$152	\$80	\$42
	1x	\$182	\$1,156	\$954	\$636	\$501	\$334	\$223	\$175	\$92	\$48

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



# Advertising Sizes

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



# Production Contact Information

—Your Hometown Newspaper—  
**CAMBRIDGE TIMES**

**Phone:** 519-623-7395 Ext. 2411  
**E-mail Information:**  
jthompson@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 CS2, Illustrator CS2, InDesign CS2, Acrobat CS2

*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@kitchenerpost.ca 519-579-7166 ext. 2232

**Editorial:** cprong@kitchenerpost.ca 519-579-0301 ext. 2203

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

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



# ROP Deadlines

## 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

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

Wednesday Ad Booking deadlines - Monday prior 10:00am  
 Wednesday Ad Material deadlines - Monday prior 4:00pm

## 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

## Friday R.O.P Deadlines (Cambridge):

Friday Ad Booking deadlines - Wednesday prior 11:30am  
 Friday Ad Material deadlines - Wednesday 3:00pm

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

Friday Ad Booking deadlines - Tuesday prior 5:00pm  
 Friday Ad Material deadlines - Wednesday 3:00pm

<b>Flyer Rate Information</b>	<b>Pieces delivered annually with Metroland .....</b>	<b>Rate per m</b>
<b>KITCHENER POST</b>	up to 250,000 annually .....	<b>\$45 per m</b>
<b>CAMBRIDGE TIMES</b>	250,000 to 500,000 annually .....	<b>\$43 per m</b>
<b>GUELPH TRIBUNE</b>	500,000 to 750,000 annually .....	<b>\$41 per m</b>
<b>WATERLOO CHRONICLE</b>	750,000 to 1,000,000 annually .....	<b>\$40 per m</b>
	over 1,000,000 annually .....	<b>\$39 per m</b>
<b>NEW HAMBURG INDEPENDENT .....</b>		<b>\$90 per 1000</b>

## Flyer Deadlines

### CAMBRIDGE & GUELPH

Cambridge Tuesday Booking Deadlines: Wednesday before 5pm  
 Cambridge Tuesday Arrival Deadlines: Thursday 8am

### WATERLOO

Wednesday Flyer Booking Deadlines: Wednesday before 5pm  
 Wednesday Flyer Arrival Deadlines: Thursday 10am

### NEW HAMBURG

Wednesday Flyer Booking Deadlines: Wednesday before 5pm  
 Tuesday Flyer Arrival Deadlines: Thursday 5pm

### CAMBRIDGE & GUELPH

Cambridge Thursday Flyer Booking Deadlines: Friday before 9am  
 Cambridge Thursday Flyer Arrival Deadlines: Friday 3pm

### CAMBRIDGE & KITCHENER

Friday Flyer Booking Deadlines: Monday before 12pm  
 Friday Flyer Arrival Deadlines: Tuesday 8am

## Flyer Shipping

### Flyer Shipping Address:

#### CAMBRIDGE, GUELPH & NEW HAMBURG

475 Thompson Drive, Units 1-4  
 Cambridge, Ontario N1T 2K7  
 519-623-7395 x.205

#### KITCHENER & WATERLOO (effective July 15th, 2013)

44 Frid Street  
 Hamilton, Ontario  
 L8N 3G3





# Circulation and Flyer Coverage



## KITCHENER FRIDAY

### 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	8,010
	N2C	Kingsdale Area	3,070
	N2E	Laurentian West, Laurentian Hills, Country Hills Areas	10,640
	N2P	Pioneer Tower, Doon, Pioneer Park Areas	4,320
	N2R	Huron Park, Trussler, Brigadoon Areas	2,870
		Kitchener Post Office, Dealer Rack Copies	450
<b>Totals South Zone</b>			<b>28,910</b>

### NORTH:

	N2B	Grand River North, Heritage Park, Rosemount Areas	5,140
	N2G	Downtown East of King, Rockway Areas	3,510
	N2H	Downtown West of King Areas	6,100
	N2M	Forest Hill, Victoria Hills Areas	9,220
	N2N	Forest Heights, Highland West, Boardwalk Areas	7,670
<b>Totals North Zone</b>			<b>31,640</b>

**TOTAL DISTRIBUTION AVAILABLE 61,000**

## CAMBRIDGE TUES, THURS & FRI

### CAMBRIDGE CITY ZONE:

Truck	FSA	Area	Amount
10	N1S	West Galt (North of Cedar)	3,716
15	N1R	North Galt (South of Avenue Rd.)	2,150
20	N1R	North Galt (North of Avenue Rd.)	3,150
25	N1T	North East Galt (Saginaw)	4,223
30	N3H	Preston (West of King)	2,497
35	N3H	Preston (East of King)	4,049
40	N3C	Hespeler (North West)	3,394
45	N3C	Hespeler (South East)	4,373
50	N1R	Galt (Between Water & Elgin)	3,725
55	N1R	Galt (East of Elgin)	2,550
60	N1S	West Galt (South of Cedar)	3,330
65	N1P	Galt (South of Myers Rd.)	2,933
80	N1R/S/T/P	Galt Apartments (Lobby)	1,981
85	N3H/C	Preston/Hespeler Apartments (Lobby)	1,253
<b>Totals</b>			<b>43,324</b>
Truck	FSA	Area	Amount
90 & 91		Dealers & Stores (papers only)	791

### CAMBRIDGE RURAL ZONE: (THURSDAYS ONLY)

	NOB	Ayr City Limits	1,414
		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)	567
		Area #5 (South Cambridge & Glenmorris)	751
		Area #6 (South West Cambridge, Roseville)	729
<b>Totals</b>			<b>5,175</b>

**TOTAL DISTRIBUTION AVAILABLE 48,499**

**TOTAL FLYER DISTRIBUTION AVAILABLE:**  
**TUESDAYS & FRIDAYS 43,324**  
**THURSDAYS 48,499**

## GUELPH TUESDAY, THURSDAY

### GUELPH CARRIER DELIVERED

Truck	FSA	Area	Amount
001	N1G	Central: Gordon, Edinburgh, College	2369
002	N1C / N1G	South: Downey, Niska, College, Stone	2057
023	N1G	South: Kortright W, Edinburgh S, Rickson	1996
003	N1G / N1L	South: Kortright E, Gordon, Pineridge	5435
004	N1H	Central: Norfolk, Waterloo, Silvercreek	4377
005	N1H	Central/North: London, Westmount, Woodlawn	2446
006	N1E	North/East: Speedvale E, Victoria N	2870
007	N1E	Central: York, Victoria N, Elizabeth	1206
008	N1E	Central: Eramosa, Speedvale E	3340
009	N1E	East: Victoria, Eastview, Watson	3789
031	N1K	West: Hanlon, Imperial, Elmira, Hwy #24	3143
045	N1H	West/North: Hanlon, Imperial N, Speedvale W	3002
<b>Totals</b>			<b>36,030</b>

### GUELPH APARTMENT LOBBY DELIVERED

400	Apartments: North of Wellington, East of Woolwich	1,925
500	Apartments: South of Wellington, West of Woolwich	1,900
<b>Totals</b>		<b>3,825</b>

### GUELPH RURAL DELIVERED

Area #1	Hwy #6, 6th Line E, First Line/18, Woodlawn Rd W	1,200
Area #2	Watson Rd, Erin/Halton, Hwy #124, Cnty Rd #125	975
Area #3	Stone Rd, Clair Rd, Hwy #401, Hanlon	1,085
Area #4	Hwy #124, Cambridge/Guelph Townline, Hwy #401, Hanlon	650
Area #5	Hwy #6, Fergus #18, Eramosa/Erin Townline, Hwy #124	850
<b>Totals</b>		<b>4,760</b>

### GUELPH OTHER DELIVERED

Stores/Boxes, Administration, Mailed Subscriptions & Service Copies	1,111
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**TOTAL DISTRIBUTION AVAILABLE 45,726**

## NEW HAMBURG WEDNESDAY

### NEW HAMBURG CARRIER DELIVERY

Truck	FSA	Area	Amount
	N3A	New Hamburg	2365
	N3A	Baden	1371
<b>Totals</b>			<b>3736</b>
Mailed	N3A	New Hamburg	251
Mailed	N3A	Baden	105
Mailed	N3A	Shakespeare	42
Mailed	N0B	Petersburg	75
Mailed	N0B 2H0	Plattsville	26
Mailed	N0J 1B0	Bright	23
Mailed	N0B 2L0	St. Agatha	50
Mailed	N0B 2E0	New Dundee	62
Mailed	N0B 2R0	Tavistock	97
Mailed	N0B 2T0	Wellesley	163
<b>Totals</b>			<b>894</b>
Office/Dealer copies			560

**TOTAL DISTRIBUTION AVAILABLE 5,200**

## WATERLOO WEDNESDAY

### WATERLOO DELIVERY

Truck	FSA	Area	Amount
	N2J	Glenridge, Willowdale, Uptown Breithaupt	4430
	N2K	Lincoln Village, Colonial Acres, Eastbridge, Bridgeport	7680
	N2L	Lakesore, Columbia, Westmount,	
		Beechwood, Keatsway, Breezewood	7610
	N2T	Upper Beachwood, Resurrection, Laurel Creek	6020
	N2V	North Lakeshore, Laurel Creek, Claire Hills	4450
		Office/Dealer, Rack Copies	1015
		Apartment/Lobby Drops	795

**TOTAL DISTRIBUTION AVAILABLE 32,000**

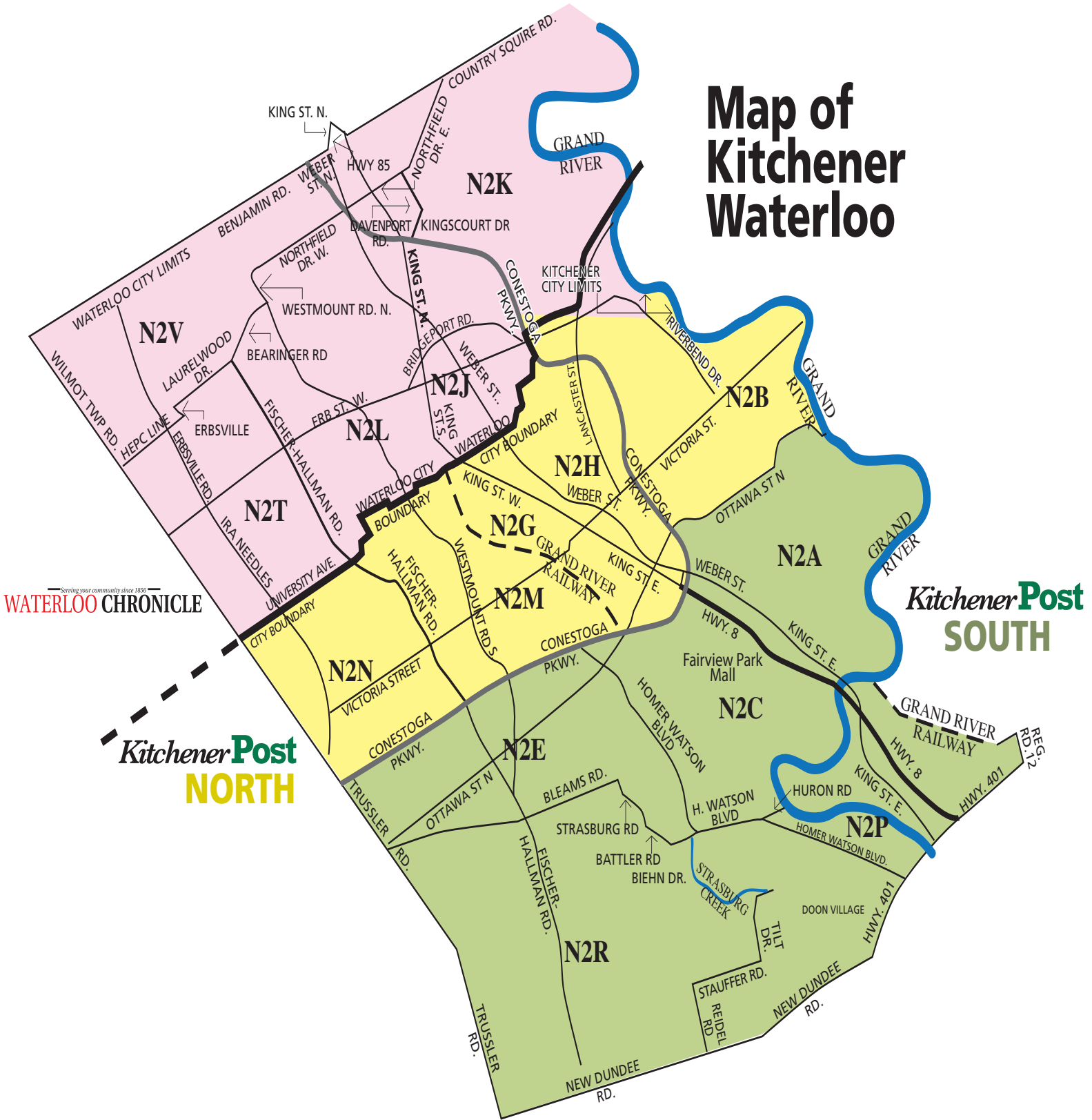


# Map of Waterloo, Kitchener, Cambridge & Guelph

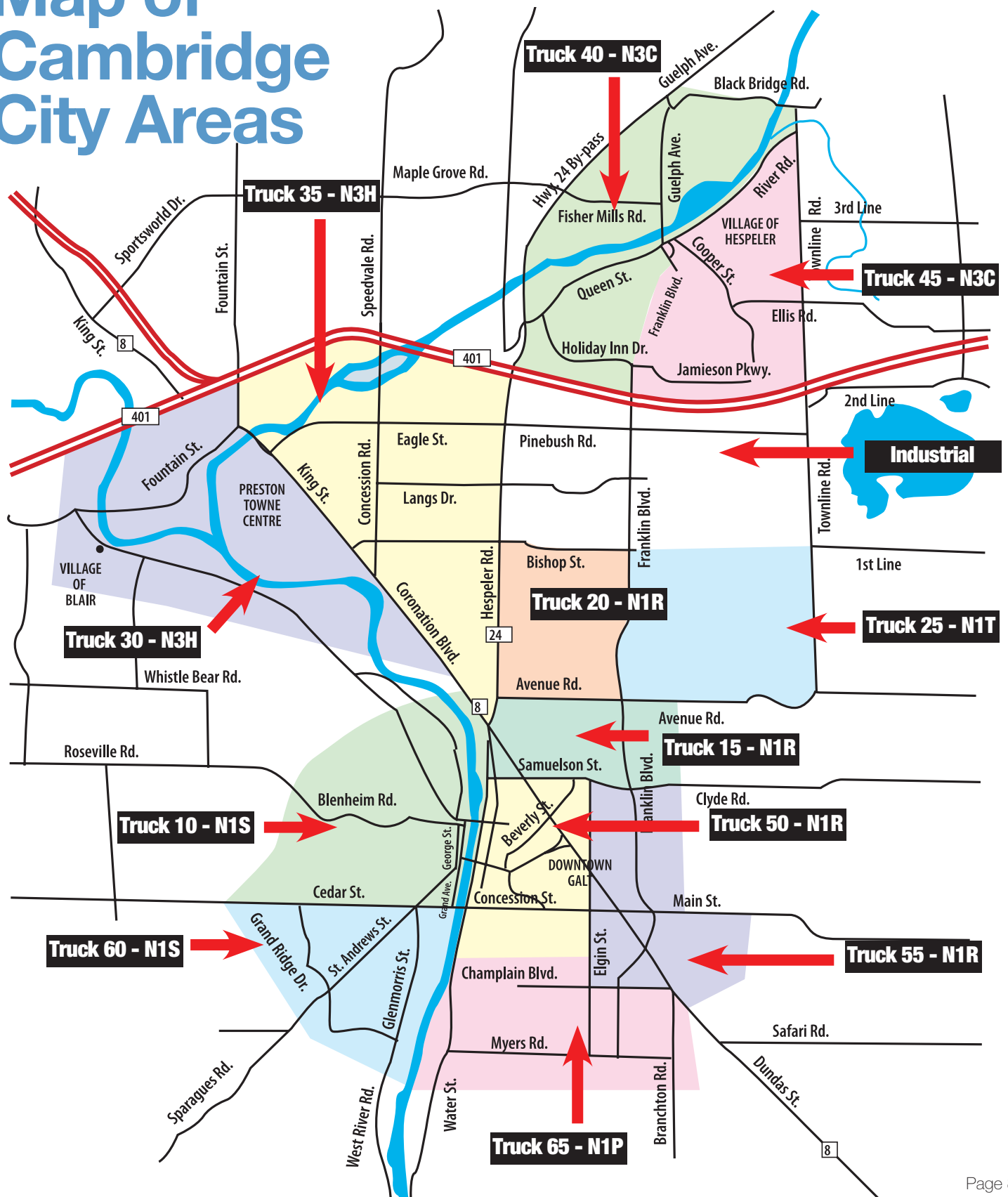




# Map of Kitchener Waterloo

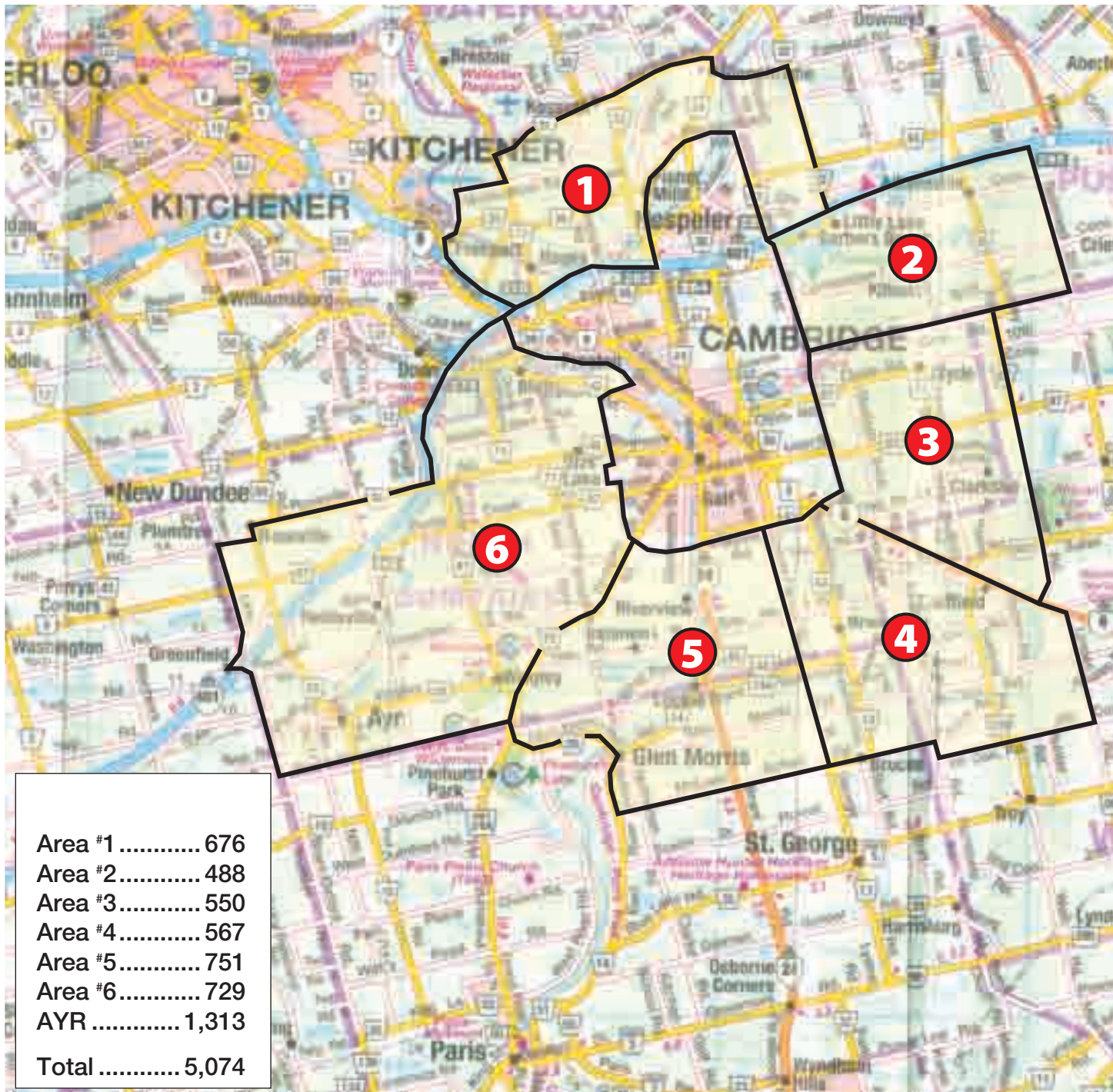


# Map of Cambridge City Areas



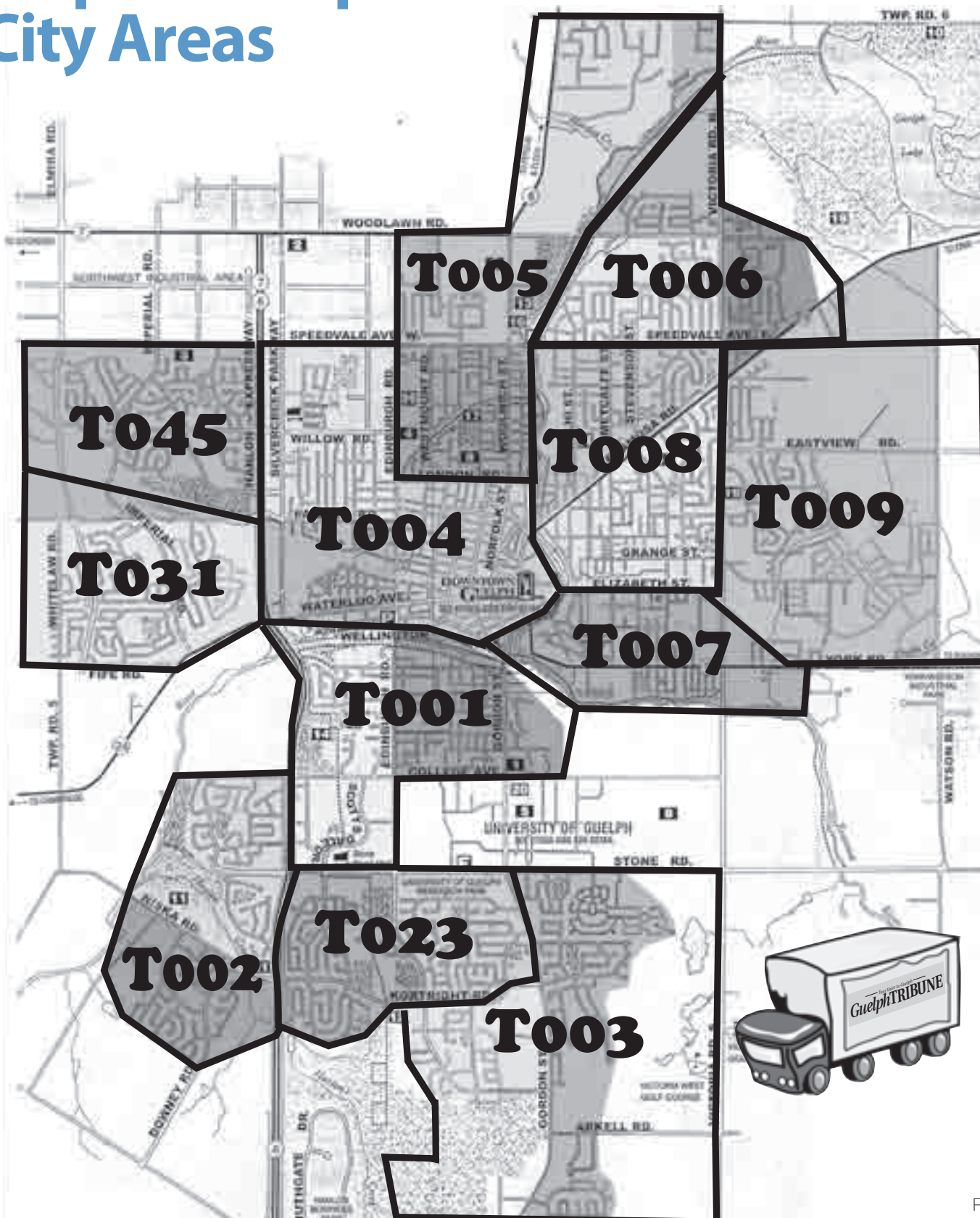


# Map of Cambridge Rural Areas



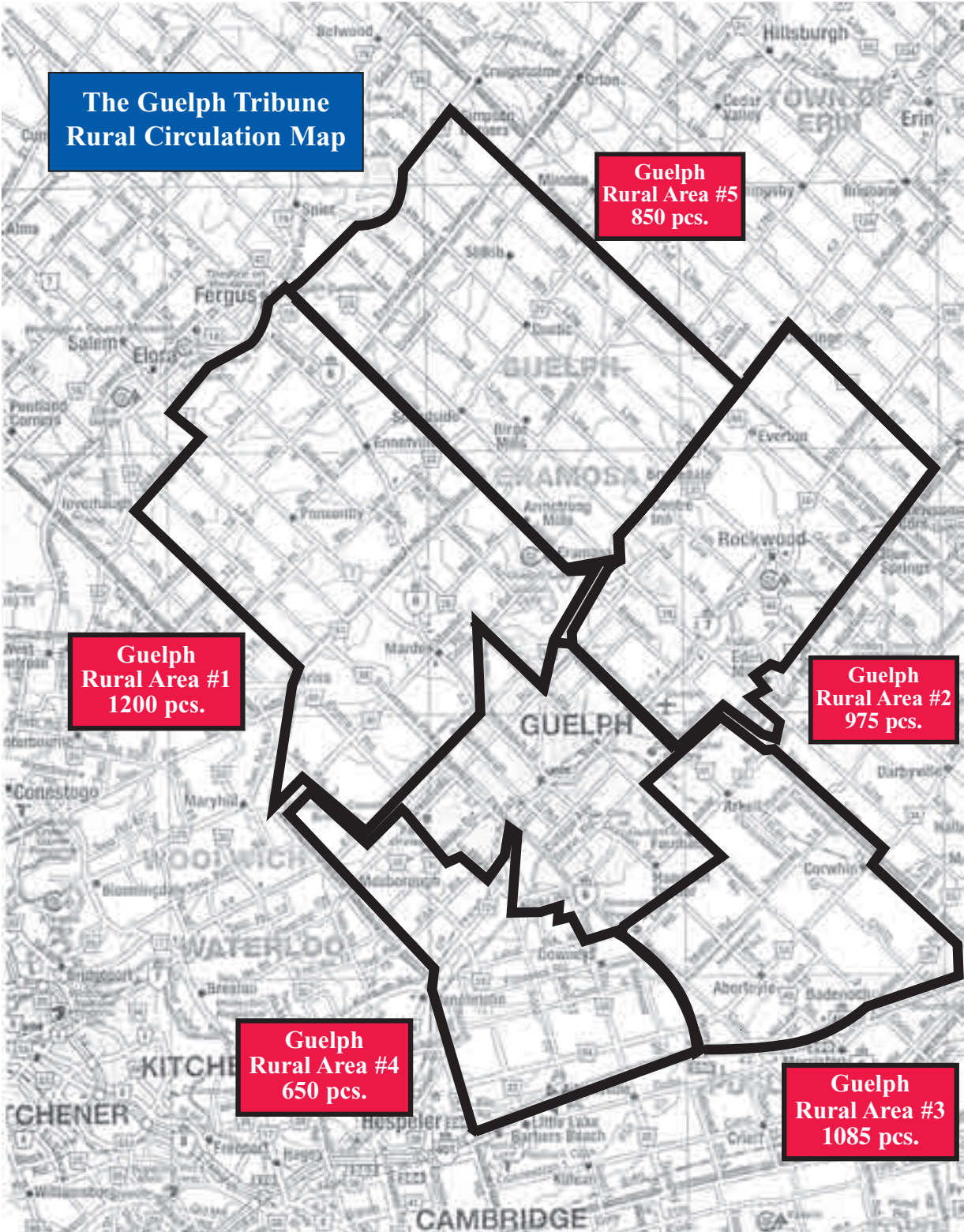


# Map of Guelph City Areas





# Map of Guelph Rural Areas





# Map of New Hamburg & Baden

