

### Metroland Media Toronto Modular Rate Card

Sizes	Scarborough Full Market 124,565	Scarborough Central Zone 21,500	Scarborough South Zone 25,200	Scarborough North Zone 32,775	Scarborough East Zone 45,090	North York Full Market 99,100	North York East Zone 36,900	North York South Zone 17,500	North York West Zone 44,700	Beach 22,200	East York 35,400
Full Page	\$2,899	\$836	\$902	\$1,237	\$1,685	\$2,559	\$1,431	\$689	\$1,676	\$788	\$1,300
Page Dominant Ad 3/4 Page	\$2,284	\$658	\$710	\$974	\$1,327	\$2,015	\$1,127	\$542	\$1,320	\$639	\$1,054
1/2 Page H or V	\$1,599	\$460	\$497	\$680	\$926	\$1,410	\$786	\$379	\$922	\$461	\$760
3/8 Page	\$1,259	\$362	\$391	\$536	\$729	\$1,110	\$619	\$299	\$726	\$374	\$616
1/4 Page H or V	\$881	\$253	\$273	\$374	\$509	\$778	\$434	\$208	\$507	\$270	\$444
1/6 Page	\$588	\$199	\$215	\$294	\$401	\$544	\$341	\$164	\$399	\$195	\$320
1/8 Page	\$464	\$139	\$150	\$206	\$280	\$428	\$238	\$114	\$278	\$158	\$260
1/16 Page	\$243	\$77	\$83	\$113	\$153	\$225	\$130	\$64	\$153	\$85	\$141
<b>Full Page</b>											
Monthly	\$2,636	\$796	\$859	\$1,178	\$1,604	\$2,326	\$1,363	\$656	\$1,595	\$752	\$1,237
Bi-Weekly	\$2,475	\$758	\$819	\$1,121	\$1,528	\$2,280	\$1,298	\$625	\$1,520	\$716	\$1,179
Weekly	\$2,292	\$722	\$780	\$1,069	\$1,455	\$2,112	\$1,236	\$595	\$1,447	\$682	\$1,123
<b>Page Dominant Ad 3/4 Page</b>											
Monthly	\$2,075	\$627	\$676	\$928	\$1,263	\$1,831	\$1,073	\$517	\$1,256	\$581	\$956
Bi-Weekly	\$1,949	\$597	\$645	\$883	\$1,203	\$1,796	\$1,022	\$492	\$1,197	\$553	\$911
Weekly	\$1,805	\$569	\$614	\$842	\$1,146	\$1,662	\$973	\$469	\$1,139	\$527	\$867
<b>1/2 Page H or V</b>											
Monthly	\$1,452	\$438	\$473	\$648	\$882	\$1,282	\$750	\$360	\$878	\$413	\$680
Bi-Weekly	\$1,364	\$417	\$450	\$616	\$841	\$1,258	\$714	\$343	\$836	\$393	\$648
Weekly	\$1,263	\$397	\$428	\$588	\$800	\$1,164	\$680	\$327	\$796	\$375	\$618
<b>3/8 Page V</b>											
Monthly	\$1,143	\$345	\$372	\$510	\$695	\$1,009	\$590	\$284	\$691	\$319	\$525
Bi-Weekly	\$1,024	\$328	\$355	\$485	\$662	\$991	\$562	\$270	\$658	\$304	\$500
Weekly	\$949	\$313	\$337	\$463	\$630	\$917	\$536	\$257	\$627	\$290	\$477
<b>1/4 Page H or V</b>											
Monthly	\$800	\$240	\$260	\$356	\$485	\$707	\$413	\$198	\$483	\$228	\$374
Bi-Weekly	\$717	\$230	\$247	\$339	\$462	\$693	\$393	\$189	\$460	\$216	\$357
Weekly	\$664	\$218	\$235	\$323	\$440	\$642	\$374	\$181	\$438	\$207	\$340
<b>1/6 Page H</b>											
Monthly	\$560	\$189	\$205	\$280	\$382	\$494	\$325	\$156	\$380	\$176	\$289
Bi-Weekly	\$479	\$181	\$194	\$267	\$364	\$485	\$309	\$149	\$362	\$167	\$276
Weekly	\$444	\$172	\$185	\$255	\$346	\$449	\$294	\$142	\$345	\$160	\$263
<b>1/8 Page H</b>											
Monthly	\$421	\$133	\$143	\$196	\$267	\$389	\$227	\$108	\$266	\$126	\$206
Bi-Weekly	\$361	\$126	\$137	\$187	\$254	\$382	\$216	\$104	\$253	\$119	\$196
Weekly	\$349	\$120	\$129	\$177	\$243	\$353	\$206	\$100	\$240	\$113	\$187
<b>1/16 Page H or V</b>											
Monthly	\$221	\$72	\$79	\$107	\$147	\$204	\$125	\$60	\$146	\$69	\$113
Bi-Weekly	\$190	\$69	\$76	\$103	\$140	\$201	\$119	\$57	\$139	\$66	\$108
Weekly	\$183	\$66	\$71	\$99	\$133	\$185	\$113	\$55	\$133	\$63	\$103
<b>Front Page Basebar</b>											
One Time	\$1,189	\$342	\$369	\$505	\$687	\$1,050	\$585	\$281	\$685	\$365	\$599
Monthly	\$1,080	\$325	\$352	\$481	\$655	\$954	\$557	\$268	\$652	\$307	\$505
Bi-Weekly	\$968	\$310	\$333	\$458	\$624	\$936	\$530	\$255	\$621	\$292	\$483
Weekly	\$897	\$295	\$318	\$437	\$594	\$866	\$505	\$244	\$591	\$279	\$459
<b>Page Three Basebar</b>											
One Time	\$881					\$778				\$270	\$444
Monthly	\$800					\$707				\$228	\$374
Bi-Weekly	\$717					\$693				\$216	\$357
Weekly	\$664					\$642				\$207	\$340

### Premium/Guaranteed Positions, including back page, add 25%

Colour Rates	Full Page	Half to 3/4 page	1/4 to 3/8 page	1/16 to 1/6 page
Process	\$350	\$185	\$130	\$75
Spot	\$150	\$125	\$90	\$50

December 2013

### Metroland Media Toronto Modular Rate Card

Sizes	Etobicoke Full Market 72,520	Etobicoke North Zone 17,355	Etobicoke Central Zone 30,245	Etobicoke South Zone 24,920	Bloor West 34,100	Parkdale 24,700	City Centre 50,850	York 29,200
Full Page	\$2,476	\$669	\$1,201	\$1,004	\$1,271	\$895	\$1,759	\$1,089
Page Dominant Ad 3/4 Page	\$1,950	\$527	\$993	\$830	\$983	\$692	\$1,385	\$842
1/2 Page H or V	\$1,365	\$369	\$659	\$552	\$698	\$492	\$969	\$599
3/8 Page	\$1,074	\$291	\$545	\$457	\$541	\$381	\$763	\$464
1/4 Page H or V	\$752	\$205	\$363	\$303	\$384	\$271	\$535	\$330
1/6 Page	\$526	\$145	\$300	\$251	\$331	\$233	\$374	\$283
1/8 Page	\$414	\$115	\$201	\$168	\$211	\$149	\$295	\$181
1/16 Page	\$217	\$61	\$110	\$93	\$116	\$82	\$155	\$100
<b>Full Page</b>								
Monthly	\$2,251	\$636	\$1,143	\$956	\$1,210	\$852	\$1,600	\$1,037
Bi-Weekly	\$2,114	\$607	\$1,089	\$911	\$1,153	\$813	\$1,502	\$989
Weekly	\$1,957	\$578	\$1,037	\$868	\$1,098	\$774	\$1,391	\$941
<b>Page Dominant Ad 3/4 Page</b>								
Monthly	\$1,773	\$501	\$945	\$790	\$934	\$658	\$1,260	\$800
Bi-Weekly	\$1,664	\$478	\$901	\$753	\$888	\$626	\$1,182	\$761
Weekly	\$1,541	\$455	\$858	\$717	\$844	\$595	\$1,095	\$724
<b>1/2 Page H or V</b>								
Monthly	\$1,241	\$350	\$628	\$526	\$665	\$470	\$882	\$571
Bi-Weekly	\$1,165	\$334	\$599	\$501	\$633	\$447	\$828	\$543
Weekly	\$1,078	\$318	\$570	\$476	\$604	\$425	\$766	\$518
<b>3/8 Page V</b>								
Monthly	\$977	\$275	\$520	\$435	\$514	\$363	\$694	\$441
Bi-Weekly	\$917	\$263	\$495	\$414	\$489	\$345	\$652	\$419
Weekly	\$850	\$251	\$471	\$394	\$466	\$329	\$604	\$399
<b>1/4 Page H or V</b>								
Monthly	\$684	\$193	\$346	\$289	\$367	\$258	\$486	\$314
Bi-Weekly	\$642	\$184	\$330	\$276	\$348	\$245	\$456	\$299
Weekly	\$595	\$174	\$314	\$262	\$332	\$234	\$422	\$284
<b>1/6 Page H</b>								
Monthly	\$479	\$152	\$286	\$239	\$314	\$221	\$340	\$270
Bi-Weekly	\$449	\$145	\$273	\$228	\$299	\$211	\$305	\$256
Weekly	\$417	\$137	\$260	\$217	\$284	\$201	\$296	\$244
<b>1/8 Page H</b>								
Monthly	\$377	\$106	\$191	\$159	\$201	\$142	\$268	\$173
Bi-Weekly	\$338	\$101	\$181	\$152	\$192	\$135	\$240	\$165
Weekly	\$329	\$96	\$172	\$144	\$182	\$129	\$233	\$157
<b>1/16 Page H or V</b>								
Monthly	\$198	\$58	\$105	\$87	\$110	\$78	\$141	\$95
Bi-Weekly	\$170	\$56	\$99	\$84	\$106	\$74	\$126	\$91
Weekly	\$166	\$54	\$95	\$79	\$101	\$70	\$123	\$87
<b>Front Page Basebar</b>								
One Time	\$1,015	\$274	\$490	\$409	\$519	\$366	\$722	\$445
Monthly	\$923	\$261	\$467	\$390	\$495	\$348	\$656	\$424
Bi-Weekly	\$866	\$248	\$445	\$372	\$470	\$331	\$616	\$403
Weekly	\$804	\$235	\$424	\$354	\$448	\$316	\$570	\$384
<b>Page Three Basebar</b>								
One Time	\$752				\$384	\$271	\$535	\$330
Monthly	\$684				\$367	\$258	\$486	\$314
Bi-Weekly	\$642				\$348	\$245	\$456	\$299
Weekly	\$595				\$332	\$234	\$422	\$284

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