

2013 MEDIA KIT

# NIAGARA *this* WEEK

The only newspaper covering  
the entire Niagara Region



3300 MERRITTVILLE HWY. UNIT 1B  
THOROLD, ON · L2V 4Y6

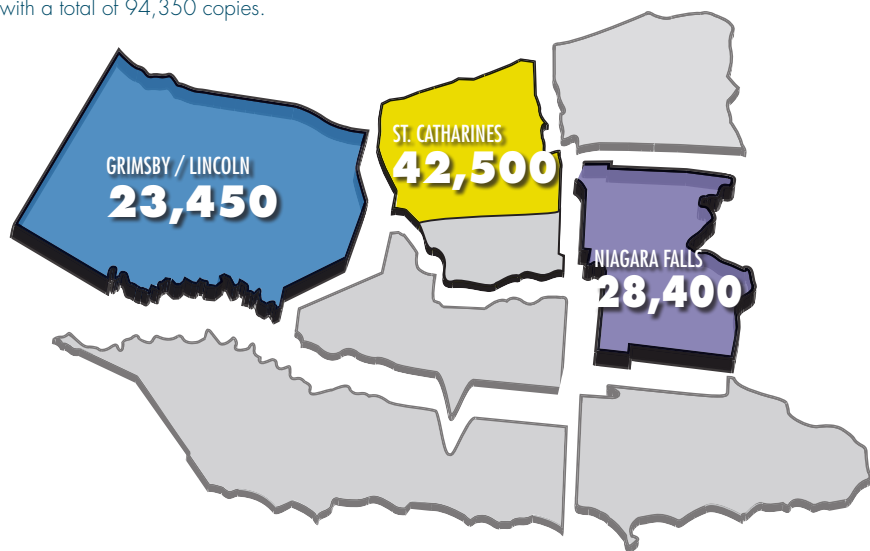
905.688.2444 · 1.877.688.2444

NIAGARATHISWEEK.COM



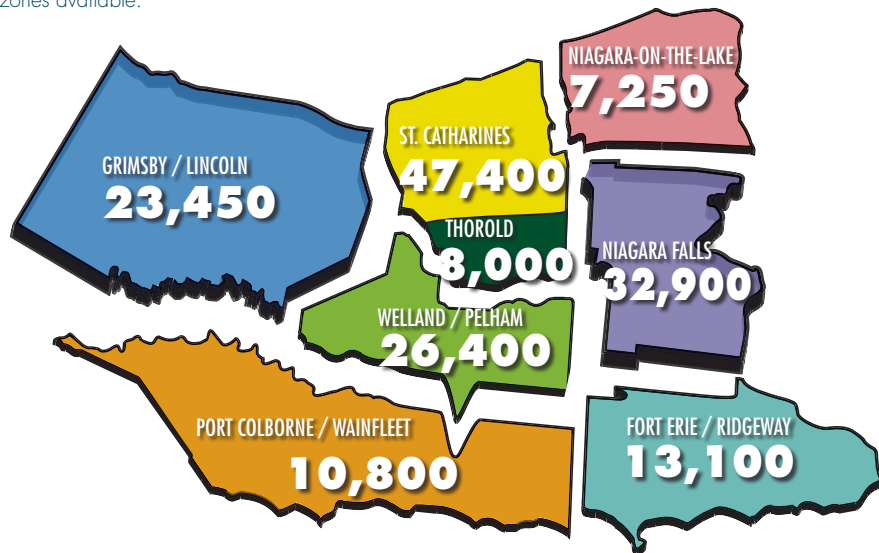
# WEDNESDAY

Niagara this Week's Wednesday edition is distributed free to every home in Niagara Falls, St. Catharines, and Grimsby / Lincoln, with a total of 94,350 copies.



# THURSDAY

Niagara this Week's Thursday edition is distributed free to every home in the entire Niagara Region with a total of more than 169,300 copies. Now officially the most read newspaper (daily or weekly) in the Niagara Region. Niagara this Week offers competitive rates in any of the eight advertising zones available.



Frequency packages are available in both the Wednesday and Thursday editions.

\*Frequency discounts do not apply to advertising in the Niagara Falls zone.

WEDNESDAY

THURSDAY

	<b>ZONE 1</b> ST. CATHARINES	<b>ZONE 2</b> NIAGARA FALLS	<b>ZONE 4</b> GRIMSBY/LINCOLN	<b>ANY*</b> <b>2 ZONES</b>	<b>ALL*</b> <b>3 ZONES</b>
Earlug	<b>\$54</b>	<b>\$54</b>	<b>\$54</b>	<b>\$98</b>	<b>\$109</b>
1/16	<b>\$109</b>	<b>\$109</b>	<b>\$80</b>	<b>\$186</b>	<b>\$208</b>
1/8	<b>\$208</b>	<b>\$197</b>	<b>\$161</b>	<b>\$329</b>	<b>\$395</b>
1/6	<b>\$285</b>	<b>\$252</b>	<b>\$230</b>	<b>\$439</b>	<b>\$549</b>
1/4	<b>\$384</b>	<b>\$329</b>	<b>\$314</b>	<b>\$549</b>	<b>\$769</b>
3/8	<b>\$439</b>	<b>\$381</b>	<b>\$471</b>	<b>\$769</b>	<b>\$989</b>
1/2	<b>\$714</b>	<b>\$684</b>	<b>\$627</b>	<b>\$989</b>	<b>\$1429</b>
3/4	<b>\$989</b>	<b>\$879</b>	<b>\$834</b>	<b>\$1539</b>	<b>\$2089</b>
Full	<b>\$1209</b>	<b>\$1099</b>	<b>\$1249</b>	<b>\$1869</b>	<b>\$2749</b>
Front Banner	<b>\$347</b>	<b>\$315</b>	<b>\$358</b>		

**ADD 20% FOR FULL COLOUR** (min \$20.00)



	<b>ZONE 1</b> ST. CATHARINES	<b>ZONE 2</b> NIAGARA FALLS	<b>ZONE 3</b> WELLAND/PELHAM	<b>ZONE 4</b> GRIMSBY/LINCOLN	<b>ZONE 5</b> PORT COLBORNE /WAINFLEET
Earlug	<b>\$76</b>	<b>\$65</b>	<b>\$54</b>	<b>\$54</b>	<b>\$45</b>
1/16	<b>\$164</b>	<b>\$142</b>	<b>\$109</b>	<b>\$80</b>	<b>\$76</b>
1/8	<b>\$274</b>	<b>\$219</b>	<b>\$186</b>	<b>\$161</b>	<b>\$142</b>
1/6	<b>\$373</b>	<b>\$318</b>	<b>\$274</b>	<b>\$230</b>	<b>\$175</b>
1/4	<b>\$494</b>	<b>\$417</b>	<b>\$362</b>	<b>\$314</b>	<b>\$219</b>
3/8	<b>\$659</b>	<b>\$549</b>	<b>\$494</b>	<b>\$471</b>	<b>\$339</b>
1/2	<b>\$879</b>	<b>\$769</b>	<b>\$659</b>	<b>\$627</b>	<b>\$384</b>
3/4	<b>\$1319</b>	<b>\$1099</b>	<b>\$879</b>	<b>\$834</b>	<b>\$604</b>
Full	<b>\$1649</b>	<b>\$1429</b>	<b>\$1209</b>	<b>\$1249</b>	<b>\$769</b>
Front Banner	<b>\$471</b>	<b>\$407</b>	<b>\$347</b>	<b>\$358</b>	<b>\$220</b>

	<b>ZONE 6</b> NIAGARA-ON-THE-LAKE	<b>ZONE 7</b> FORT ERIE/RIDGEWAY	<b>ZONE 8</b> THOROLD	<b>ALL*</b> <b>8 ZONES</b>	<b>ANY*</b> <b>3 ZONES</b>
Earlug	<b>\$45</b>	<b>\$45</b>	<b>\$45</b>	<b>\$241</b>	<b>\$109</b>
1/16	<b>\$76</b>	<b>\$76</b>	<b>\$76</b>	<b>\$483</b>	<b>\$208</b>
1/8	<b>\$142</b>	<b>\$142</b>	<b>\$142</b>	<b>\$846</b>	<b>\$395</b>
1/6	<b>\$175</b>	<b>\$175</b>	<b>\$175</b>	<b>\$1099</b>	<b>\$549</b>
1/4	<b>\$219</b>	<b>\$219</b>	<b>\$219</b>	<b>\$1407</b>	<b>\$769</b>
3/8	<b>\$329</b>	<b>\$329</b>	<b>\$329</b>	<b>\$1924</b>	<b>\$989</b>
1/2	<b>\$384</b>	<b>\$384</b>	<b>\$384</b>	<b>\$2529</b>	<b>\$1429</b>
3/4	<b>\$604</b>	<b>\$604</b>	<b>\$604</b>	<b>\$3409</b>	<b>\$2089</b>
Full	<b>\$769</b>	<b>\$769</b>	<b>\$769</b>	<b>\$3849</b>	<b>\$2749</b>
Front Banner	<b>\$220</b>	<b>\$220</b>	<b>\$220</b>		

and Thursday publications, ask your sales rep for more details.

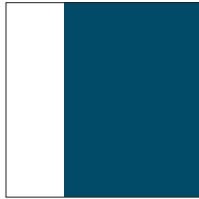
not apply to combo rates.

# NIAGARA *this* WEEK

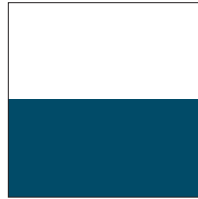
NIAGARA'S MOST READ NEWSPAPER



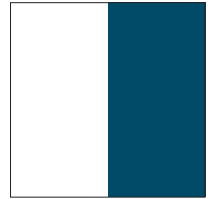
Full Page (10.375"x10.5")



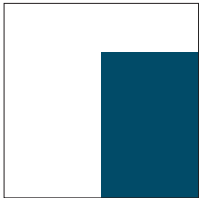
Three-Quarters Page (7.763"x10.5")



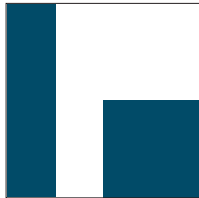
Half Page Horizontal (10.375"x5.143")



Half Page Vertical (5.145"x10.5")



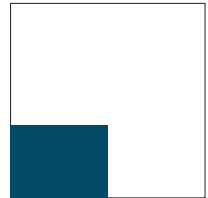
Three-Eighths Page (5.145"x7.714")



Quarter Page (5.145"x5.143")  
Quarter Page Vertical (2.524"x10.5")



Quarter Page Banner (10.375x2.5")



Sixth Page (5.145"x3.5")



Eighth Page Vertical (2.524"x5.143")  
Eighth Page Horizontal (5.145"x2.5")



Sixteenth Page (2.5"x2.5")



Earlug (2.008"x1.286")



Front Page Banner (10.375"x1.786")

## FTP Information:

**ftp Address:** ftp02.metroland.com **user:** adbank **password:** csl **put files in:** Niagara Folder  
Access problems, please call the Production Department (905) 688-2444

## Deadlines

**Wednesday Publications**

Friday At 5:00pm

**Thursday Publications**

Tuesday At 4:30pm

1.877.688.2444

### THOROLD OFFICE

3300 MERRITTVILLE HWY. unit 1B  
905-688-2444

### PORT COLBORNE OFFICE

211 KING ST.  
905-834-5540

### FORT ERIE OFFICE

1264 GARRISON RD.  
905-871-7222

### GRIMSBY OFFICE

32 MAIN WEST  
905-945-8392