

❖ Over 760,000 people make the Hamilton CMA the nation's 9th largest Census Metropolitan Area. This marketplace is comprised of 601,500 adults 18+ and 300,163 households.

❖ As the most read newspaper in this market, The Hamilton Spectator reaches 222,500 adults daily; 240,700 on Saturday and over a one-week period 351,300 adults 18+.

❖ Improve your market share by reaching viewers online with advertising combination opportunities with the most trusted online news and information resource, thespec.com. We also offer custom digital and print publishing solutions and can create a marketing campaign to suit your needs.

Sources: NADbank 2012; Stats. Canada 2013



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Vice President of Advertising:

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National Rates 2014

Your Contract	Spectator Mon-Fri	Spectator Saturday
Flat Rate	\$7.29	\$8.62
\$2,500	\$6.27	\$7.41
\$5,000	\$5.99	\$7.07
\$10,000	\$5.21	\$6.15
\$20,000	\$4.98	\$5.89
\$25,000	\$4.92	\$5.82
\$35,000	\$4.75	\$5.60
\$50,000	\$4.61	\$5.46
\$75,000	\$4.60	\$5.44
\$100,000	\$4.58	\$5.42
\$125,000	\$4.56	\$5.39
\$150,000	\$4.54	\$5.36
\$200,000	\$4.48	\$5.34
\$250,000	\$4.47	\$5.33
\$350,000	\$4.35	\$5.15
\$500,000	\$4.20	\$4.98
\$1,000,000	\$4.13	\$4.91
\$1,500,000	\$4.07	\$4.85
\$2,000,000	\$4.00	\$4.74
Colour	\$3,070.00	\$3,720.00

* All gross rates quoted

Maximize your Impact with the Power of a Multi-Media Blend!

thespec.com

Audience Reach

**Page Views:
6.7 Million**

**Unique Visitors:
1 Million**



Source: Omniture/Speed
(Avg. 2013)

Special Banner Positioning Opportunities

	1 time	**6 times	**13 times	**26 times	**52 times
Front Page 30x10					
Mon to Fri	\$6,000	\$4,694	\$3,576	\$2,824	\$2,341
Saturday	\$7,071	\$5,529	\$4,224	\$3,306	\$2,741
Section Front 40x10 - GO, SPORTS					
Mon to Fri	\$4,306	\$3,729	\$2,647	\$2,247	\$1,871
Saturday	\$5,071	\$4,576	\$3,235	\$2,624	\$2,235
Go Page 3 Banner - A3, GO					
Mon to Fri	\$3,659	\$3,165	\$2,271	\$1,894	\$1,600
Saturday	\$4,318	\$3,882	\$2,765	\$2,259	\$1,882

all charges include full colour ** with signed frequency contract

Flyer Distribution, TMC and Zoning

Total Market Coverage (TMC) in the Hamilton CMA, or zoned distribution is available. Rates and coverage areas available upon request.

Mechanical Requirements

Full Page: 10.5"width x 21.929"depth

1 col: 0.9" • 3 col: 3.033" • 5 col: 5.167" • 7 col: 7.3"

2 col: 1.967" • 4 col: 4.1" • 6 col: 6.233" • 8 col: 8.367" • 10 col: 10.5"

Extend your market coverage with the COMMUNITY WRAP

Delivered to over 170,000 households every Thursday.