



**the hamilton
spectator offers
solutions**

**TO SATISFY YOUR FLYER
DISTRIBUTION NEEDS**

**And now you have more
targeting options!**

For advertisers requiring complete market coverage to those interested only in small geographical areas, and all points in between, The Hamilton Spectator will design a custom flyer distribution solution to drive your business forward.



- ❖ **Hamilton Spectator
In-Paper Distribution**
- ❖ **EMC - Extended
Market Coverage**
- ❖ **TMC - Total Market
Coverage**

Combine these distribution options with The Spectator's superior verification system and market analysis capabilities to ensure you distribute to the right customer, at the right time, the first time!





the hamilton spectator

IN-PAPER DISTRIBUTION

Research shows that consumers prefer to receive advertising flyers within a daily newspaper. By choosing distribution within The Hamilton Spectator, you ensure that your flyer is welcomed into consumers' homes as part of their daily newspaper package.

- ❖ Distributed in home-delivered and single-copy newspapers
- ❖ Tuesday thru Saturday distribution*
- ❖ Area selection by FSA (Forward Sortation Area)
- ❖ Flyers inserted on the premises with state-of-the-art inserting equipment

For advertisers who understand and appreciate the value of distribution within a paid vehicle, The Hamilton Spectator provides access to a lucrative consumer market. Daily newspaper readers are better educated and more affluent than adults in general, and their retail expenditures exceed the market average.

**Minimum quantities: 20,000 Tuesday and Wednesday / 40,000 Thursday, Friday and Saturday*



Spectator Readers Read Flyers!

It's one thing to ensure your flyers reach the doors of potential customers. It's quite another to expect them to be read. But research shows that distribution of flyers within a daily newspaper increases the likelihood of readership.





the hamilton spectator subscriber DELIVERED INSERTS

There are 3 Spectator Subscriber Delivery Options:

DELIVERY TO HOME SUBSCRIBERS In Hamilton

Flyers are inserted into The Hamilton Spectator and delivered to over 70,000* subscribers weekday and over 71,000* subscribers on Saturday in the areas of Hamilton, Burlington, Stoney Creek, Ancaster, Dundas, Grimsby and Caledonia before 6 am weekday and 8 am Saturday by adult carriers.

Delivery is available Tuesday to Saturday.

DELIVERY TO HOME SUBSCRIBERS In Rural Areas

Flyers are inserted in The Hamilton Spectator and delivered to approx. 18,600* subscribers weekday and approx. 21,200* subscribers on Saturday in the areas of Glanbrook, Mt Hope, Binbrook, Hagersville, rural Caledonia, Dunnville, Oakville, Milton, Campbellville, Puslinch, Flamborough etc. before 6 am weekday and 8 am Saturday by adult carriers.

Delivery is available Tuesday to Friday.

SINGLE COPY SALES

Flyers are inserted in 7,900* weekday and 11,500* Saturday copies of The Hamilton Spectator that are purchased at stores and boxes daily throughout Hamilton & area and Burlington.

Single copy sales are purchased for \$1.50 Monday to Friday and \$2.50 on Saturday by readers of The Hamilton Spectator.

*Please see Spectator Distribution Quantities and Specifications for details.

Distribution available by Full FSA only.

Minimum quantities required: Tuesday/Wednesday 20,000 pieces,

Thursday/Friday/Saturday 40,000 pieces.

DEADLINES TO ENSURE DELIVERY:

Booking Space: 8 business days prior to insertion date

Insert Arrival: 5 business days prior to insertion date



SIZE REQUIREMENTS:

Minimum:

5" x 8"

Fold/spine must be on 8" side

Maximum:

11.5" x 11.25"

Fold/spine must be on 11.25" side

No accordian folds

Shipping Address:

The Hamilton Spectator

44 Frid Street, Hamilton, Ontario L8N 3G3

905.526.3238 or 905.526.4679

Shipping Hours:

6:15am - 1pm Monday - Friday

Bulk or loose on skids, shrunk wrapped and skids tied.

Consult your Spectator Sales Executive to discuss how we can help you execute a targeted flyer distribution program,

905.526.3438

1.800.263.6902 X:3438





EMC EXTENDED MARKET COVERAGE

Enhance your market presence with EMC flyer distribution. Supplement your Hamilton Spectator in-paper distribution with flyer delivery to non-subscribers. The result is full market coverage in all or selected areas of the Hamilton CMA, without duplication.

- ❖ Distributed to non-subscribers
- ❖ Wednesday distribution
(The Hamilton Spectator Community Free Press)
- ❖ Area selection by FSA (Forward Sortation Area)
- ❖ Distribution available to homes and/or apartments
- ❖ Minimum quantity of 5,000

It Makes Sense!

When you know where your customers live, it simply makes sense to saturate the market. Combine the benefits of in-paper distribution with the additional coverage provided through EMC delivery, and you're assured effective and efficient distribution of your advertising flyers to prospects throughout the Hamilton CMA.





the hamilton spectator EMC non-subscriber DELIVERED INSERTS

There are 2 Spectator Subscriber Delivery Options:

DELIVERY TO NON-SUBSCRIBER HOMES

To Single Family Homes in Hamilton

Flyers are inserted inside our Free Press Community tabloid paper and delivered to 86,000* non-subscribers in the areas of Hamilton, Stoney Creek, Ancaster and Dundas before 6 pm by youth carriers.

DELIVERY TO NON-SUBSCRIBER APARTMENTS

Door-to Door and Lobby Drops

Flyers are inserted inside our Free Press Community tabloid paper and delivered to 11,000* non-subscribers in the areas of Hamilton, Stoney Creek, Ancaster and Dundas before 6 pm by youth carriers.

* Please see Spectator Distribution Quantities and Specifications for details.

Distribution is available by Full FSA only

Minimum Quantity Required: 5,000 pieces

DEADLINES TO ENSURE DELIVERY:

Booking Space: 8 business days prior to insertion date

Insert Arrival: 5 business days prior to insertion date

SIZE REQUIREMENTS:

MINIMUM:

5" x 8"

Fold/spine must be on 8" side

MAXIMUM:

11.5" x 11.25"

Fold/spine must be on 11.25" side

No accordian folds



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TMC TOTAL MARKET COVERAGE

Now you have the opportunity to execute complex distribution programs, finely zoned to identified target markets, through TMC delivery.

- ❖ Distributed to all households in the Hamilton-Wentworth region
- ❖ Thursday distribution
- ❖ Area selection by DAZ (125+ zoned regions)

Precision Targeting

The Spectator can provide assistance in identifying prime prospects and markets through the use of sophisticated research and software tools. And the analysis is free of charge to Hamilton Spectator Clients!

Consult your Spectator Sales Representative to discuss how we can help you execute a targeted flyer distribution program.





the hamilton spectator TMC (total market coverage)

EVERY HOME AND APARTMENT

HOME DELIVERY

Flyers are packaged and delivered to a total of 146,278* homes every Thursday in the areas of Hamilton, Stoney Creek, Ancaster and Dundas by 6 pm by youth carriers. This package also includes the Hamilton Community Newspaper in selected FSAs. Targeted distribution is available.

APARTMENT DELIVERY

Door-to-Door and Lobby Drops

Flyers are packaged and delivered to over 26,727* apartments every Thursday in the areas of Hamilton, Stoney Creek, Ancaster and Dundas by 6 pm by youth carriers.

Full FSA and targeted distribution available

DEADLINES TO ENSURE DELIVERY:

All insert bookings and flyer arrivals deadline is
9:00 am Monday prior to insertion date



Delivered every Thursday

SHIPPING ADDRESS:

5300 Harvester Road
Burlington, Ontario
L7L 5N5
905.631.6095

Shipping Hours:

8 a.m. to 5 p.m. Monday to Friday

Flyers should be tied and bundled in 200's, shrunk wrapped and skid tied.

Consult your Spectator Sales Representative to discuss how we can help you execute a targeted flyer distribution program,

905.526.3438

1.800.263.6902 X:3438.



the hamilton spectator ADVANTAGE

| | Delivery Vehicle | Recipients | Day of Delivery | Market Segmentation | Minimum Quantities |
|----------|---------------------------------|--|-----------------------|--------------------------------|---|
| In-Paper | The Hamilton Spectator | Subscriber Households/ Single Copy Buyers | Tuesday thru Saturday | FSA Level | 20,000* Tues Wed 40,000 Thurs thru Sat |
| EMC | Spectator Free Press | Non-Subscribing Households | Wednesday | FSA Level | 5,000 |
| TMC | Spectator Distribution Services | All Households | Thursday | Finely Zoned DAZs or FSA Level | 5,000 |

*one advertiser anchored at 50,000 flyers for Tuesday needed before 20,000 quantity accepted

When you invest your distribution dollars with The Hamilton Spectator for in-paper, EMC or TMC flyer delivery, you are investing in the expertise and experience of the market leader in flyer delivery. And as our customer, you benefit from a host of competitive advantages that will help maximize the effectiveness of your distribution campaign to deliver the results you expect.

Exceptional Customer Service

- ❖ Your account is managed and implemented exclusively by experienced Spectator professionals.

Superior Verification Standards

- ❖ Same day visual and telephone verification, combined with carrier phone-in confirmation, represent the highest verification standard in the market.

Value-Added Support

- ❖ In-paper support programs for frequent advertisers add significant media muscle to your campaign.

Insightful Market Analysis

- ❖ A complete analysis of your market and customers is provided in a timely manner, at no cost.

Apartment Access

- ❖ Delivery to every apartment-based Spectator subscriber, along with significant door-to-door delivery in access buildings, represent superior apartment penetration.

Competitive Rates

- ❖ Unmatched targeting options and superior delivery at competitive rates, maximize the value and efficiency of your campaign.

Consult your Hamilton Spectator Account Representative when you're planning your next flyer campaign. We'll design an Intelligent Distribution Solution to tap into the potential your customers hold for your business.





the hamilton spectator 2013 INSERT DISTRIBUTION RATES

NET COST PER THOUSAND

- ❖ 1 – 12X PER YEAR \$47.00
- ❖ 13X PLUS PER YEAR \$44.00

Rates apply to: Paid (in-paper)

EMC (Community Free Press)

For inserts over 60 page glossy or 80 page newsprint, high rates apply. Inserts are distributed Tuesday through Saturday**

MINIMUM QUANTITY REQUIREMENTS

Tuesday** or Wednesday – 20,000 flyers in-paper

**an advertiser anchored at 50,000 pieces needed before 20,000 quantity accepted

Thursday, Friday or Saturday – 40,000 flyers in-paper

EMC (Community Free Press) Wednesday only – 5,000 flyers



SPECIALITY PIECES

For speciality pieces such as Post-It-Notes, Polybags, Perfect Bound Magazines, Door Hangers, etc higher rates apply. See your sales representative for details on costing and distribution availability (restrictions apply).

