

metrolandmedia Metroland Corporate Sales, Market Research and GIS Department, 2013 / 2014
Connected to your community®

Net Alphabetical Modular Rate Card



July 2014

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A - F (Full, Three-Quarter, Half, Three-Eighths and Quarter)

COMMUNITY NEWSPAPERS	EDITIONS	FORMAT	PRESS RUN	ONE TIME	4 TIMES	13 TIMES	26 TIMES	52 TIMES	ONE TIME	4 TIMES	13 TIMES	26 TIMES	52 TIMES	ONE TIME	4 TIMES	13 TIMES	26 TIMES	52 TIMES	ONE TIME	4 TIMES	13 TIMES	26 TIMES	52 TIMES	ONE TIME	4 TIMES	13 TIMES	26 TIMES	52 TIMES
Ajax/Pickering News Advertiser	Wed	Tab	54,400	\$5,821	\$4,626	\$4,057	\$3,881	\$3,567	\$4,802	\$3,816	\$3,347	\$3,202	\$2,943	\$3,202	\$2,544	\$2,231	\$2,134	\$1,962	\$2,521	\$2,003	\$1,757	\$1,681	\$1,545	\$1,681	\$1,336	\$1,172	\$1,121	\$1,030
	Thurs	Tab	54,400	\$5,821	\$4,626	\$4,057	\$3,881	\$3,567	\$4,802	\$3,816	\$3,347	\$3,202	\$2,943	\$3,202	\$2,544	\$2,231	\$2,134	\$1,962	\$2,521	\$2,003	\$1,757	\$1,681	\$1,545	\$1,681	\$1,336	\$1,172	\$1,121	\$1,030
Alliston Herald	Thurs	Tab	22,500	\$4,136	\$3,077	\$2,528	\$2,234	\$2,176	\$3,412	\$2,539	\$2,086	\$1,843	\$1,795	\$2,275	\$1,692	\$1,391	\$1,229	\$1,197	\$1,791	\$1,333	\$1,095	\$968	\$942	\$1,194	\$889	\$730	\$645	\$628
Almaguin News	Thurs	B/S	3,500	\$1,800	\$1,620	\$1,530	\$1,440	\$1,350	\$1,485	\$1,337	\$1,262	\$1,188	\$1,114	\$990	\$891	\$842	\$792	\$743	\$780	\$702	\$663	\$624	\$585	\$520	\$468	\$442	\$416	\$390
Ancaster News	Thurs	Tab	13,177	\$2,176	\$1,901	\$1,372	\$1,078	\$1,078	\$1,795	\$1,568	\$1,132	\$889	\$889	\$1,197	\$1,046	\$755	\$593	\$593	\$942	\$823	\$594	\$467	\$467	\$628	\$549	\$396	\$311	\$311
Arnprior Chronicle Guide	Thurs	Tab	7,747	\$1,027	\$976	\$924	\$873	\$822	\$848	\$805	\$763	\$720	\$678	\$520	\$495	\$468	\$443	\$416	\$445	\$422	\$401	\$378	\$356	\$263	\$250	\$237	\$224	\$211
Arthur Enterprise News	Wed	Tab	900	\$1,100	\$1,078	\$1,012	\$968	\$946	\$908	\$889	\$835	\$799	\$780	\$605	\$593	\$557	\$532	\$520	\$476	\$467	\$438	\$419	\$410	\$318	\$311	\$292	\$280	\$273
Barrie Advance/Innisfil Journal (zoning available)	Thurs	Tab	63,800	\$5,900	\$5,310	\$4,779	\$4,286	\$3,894	\$4,573	\$4,115	\$3,704	\$3,322	\$3,018	\$3,245	\$2,921	\$2,628	\$2,357	\$2,142	\$2,434	\$2,190	\$1,971	\$1,768	\$1,606	\$1,785	\$1,606	\$1,446	\$1,297	\$1,178
Belleville News	Thurs	Tab	23,715	\$1,777	\$1,191	\$945	\$869	\$794	\$1,466	\$982	\$780	\$717	\$655	\$977	\$655	\$520	\$478	\$437	\$769	\$516	\$409	\$377	\$344	\$513	\$344	\$273	\$251	\$229
Bloor West Villager	Thurs	Tab	34,300	\$3,417	\$3,334	\$3,190	\$3,025	\$2,984	\$2,818	\$2,751	\$2,631	\$2,496	\$2,462	\$1,878	\$1,833	\$1,755	\$1,664	\$1,641	\$1,479	\$1,444	\$1,382	\$1,310	\$1,293	\$986	\$963	\$921	\$874	\$862
Bracebridge Examiner	Thurs	Tab	8,849	\$2,600	\$2,340	\$2,210	\$2,080	\$1,950	\$2,145	\$1,931	\$1,823	\$1,716	\$1,609	\$1,430	\$1,287	\$1,216	\$1,144	\$1,073	\$1,126	\$1,014	\$957	\$901	\$845	\$751	\$676	\$638	\$601	\$563
Bradford West Gwillimbury Topic	Thurs	Tab	10,700	\$1,764	\$1,686	\$1,548	\$1,411	\$1,333	\$1,455	\$1,391	\$1,277	\$1,164	\$1,100	\$970	\$927	\$852	\$776	\$733	\$764	\$730	\$671	\$611	\$577	\$509	\$487	\$447	\$407	\$385
Brampton Guardian	Wed	Tab	118,000	\$6,886	\$6,369	\$5,935	\$4,950	\$4,620	\$5,170	\$4,840	\$4,455	\$3,740	\$3,493	\$3,454	\$3,190	\$2,970	\$2,530	\$2,338	\$2,585	\$2,453	\$2,211	\$1,925	\$1,727	\$1,733	\$1,623	\$1,513	\$1,304	\$1,183
Brampton Guardian	Thurs	Tab	130,000	\$6,886	\$6,369	\$5,935	\$4,950	\$4,620	\$5,170	\$4,840	\$4,455	\$3,740	\$3,493	\$3,454	\$3,190	\$2,970	\$2,530	\$2,338	\$2,585	\$2,453	\$2,211	\$1,925	\$1,727	\$1,733	\$1,623	\$1,513	\$1,304	\$1,183
Brampton Guardian	Fri	Tab	118,000	\$6,886	\$6,369	\$5,935	\$4,950	\$4,620	\$5,170	\$4,840	\$4,455	\$3,740	\$3,493	\$3,454	\$3,190	\$2,970	\$2,530	\$2,338	\$2,585	\$2,453	\$2,211	\$1,925	\$1,727	\$1,733	\$1,623	\$1,513	\$1,304	\$1,183
Brant News	Thurs	Tab	49,003	\$2,242	\$1,898	\$1,811	\$1,760	\$1,724	\$1,681	\$1,461	\$1,389	\$1,350	\$1,300	\$1,139	\$1,001	\$949	\$922	\$880	\$943	\$782	\$753	\$702	\$667	\$667	\$518	\$500	\$466	\$443
Brighton Independent	Thurs	Tab	7,251	\$756	\$586	\$473	\$416	\$378	\$624	\$483	\$390	\$343	\$312	\$416	\$322	\$260	\$229	\$208	\$327	\$254	\$205	\$180	\$164	\$218	\$169	\$136	\$120	\$109
Brock Citizen	Thurs	Tab	5,639	\$2,038	\$1,803	\$1,490	\$1,333	\$1,274	\$1,682	\$1,488	\$1,229	\$1,100	\$1,051	\$1,121	\$992	\$819	\$733	\$701	\$883	\$781	\$645	\$577	\$552	\$589	\$521	\$430	\$385	\$368
Burlington Post	Wed	Tab	49,780	\$6,468	\$5,664	\$4,136	\$3,783	\$3,587	\$5,336	\$4,673	\$3,412	\$3,121	\$2,959	\$3,557	\$3,115	\$2,275	\$2,081	\$1,973	\$2,801	\$2,453	\$1,791	\$1,638	\$1,554	\$1,868	\$1,636	\$1,194	\$1,092	\$1,036
	Thurs	Tab	61,000	\$6,644	\$5,821	\$4,253	\$3,881	\$3,685	\$5,482	\$4,802	\$3,509	\$3,202	\$3,040	\$3,654	\$3,202	\$2,339	\$2,134	\$2,027	\$2,878	\$2,521	\$1,842	\$1,681	\$1,596	\$1,919	\$1,681	\$1,228	\$1,121	\$1,064
	Fri	Tab	49,780	\$6,644	\$5,821	\$4,253	\$3,881	\$3,685	\$5,482	\$4,802	\$3,509	\$3,202	\$3,040	\$3,654	\$3,202	\$2,339	\$2,134	\$2,027	\$2,878	\$2,521	\$1,842	\$1,681	\$1,596	\$1,919	\$1,681	\$1,228	\$1,121	\$1,064
Burlington Post/Flamborough Review*	Thurs	Tab	75,750	\$7,820	\$6,958	\$5,233	\$4,684	\$4,488	\$6,452	\$5,740	\$4,317	\$3,865	\$3,703	\$4,301	\$3,827	\$2,878	\$2,576	\$2,469	\$3,387	\$3,014	\$2,267	\$2,029	\$1,944	\$2,258	\$2,009	\$1,511	\$1,353	\$1,296
Caledon Enterprise	Tues	Tab	14,685	\$2,352	\$2,234	\$1,960	\$1,764	\$1,666	\$1,940	\$1,843	\$1,617	\$1,455	\$1,374	\$1,294	\$1,229	\$1,078	\$970	\$916	\$1,019	\$968	\$849	\$764	\$722	\$679	\$645	\$566	\$509	\$481
	Thurs	Tab	16,785	\$2,352	\$2,234	\$1,960	\$1,764	\$1,666	\$1,940	\$1,843	\$1,617	\$1,455	\$1,374	\$1,294	\$1,229	\$1,078	\$970	\$916	\$1,019	\$968	\$849	\$764	\$722	\$679	\$645	\$566	\$509	\$481
Cambridge Times	Tues/Fri	Tab	43,514	\$2,372	\$1,980	\$1,568	\$1,529	\$1,490	\$1,957	\$1,633	\$1,294	\$1,262	\$1,229	\$1,304	\$1,089	\$862	\$841	\$819	\$1,027	\$857	\$679	\$662	\$645	\$685	\$572	\$453	\$442	\$430
	Thurs	Tab	48,693	\$2,610	\$2,178	\$1,724	\$1,682	\$1,639	\$2,150	\$1,795	\$1,423	\$1,388	\$1,352	\$1,435	\$1,198	\$948	\$925	\$901	\$1,130	\$943	\$747	\$728	\$710	\$755	\$629	\$498	\$486	\$473
Carleton Place-Almonte Canadian Gazette	Thurs	Tab	11,629	\$840	\$799	\$757	\$714	\$672	\$694	\$659	\$624	\$590	\$555	\$447	\$424	\$402	\$379	\$358	\$364	\$346	\$327	\$309	\$292	\$244	\$232	\$219	\$207	\$195
Central Hastings News	Thurs	Tab	11,637	\$1,361	\$1,002	\$724	\$680	\$605	\$1,123	\$826	\$597	\$561	\$499	\$748	\$551	\$398	\$374	\$333	\$589	\$434	\$313	\$295	\$262	\$393	\$289	\$209	\$196	\$175
City Centre Mirror (includes Annex)	Thurs	Tab																										

A - F (Sixth, Eighth, Basebar, Sixteenth and Thirty-Second)

COMMUNITY NEWSPAPERS	EDITIONS	FORMAT	PRESS RUN
Ajax/Pickering News Advertiser	Wed	Tab	54,400
	Thurs	Tab	54,400
Alliston Herald	Thurs	Tab	22,500
Almaguin News	Thurs	B/S	3,500
Ancaster News	Thurs	Tab	13,177
Arnprior Chronicle Guide	Thurs	Tab	7,747
Arthur Enterprise News	Wed	Tab	900
Barrie Advance/Innisfil Journal (zoning available)	Thurs	Tab	63,800
Belleville News	Thurs	Tab	23,715
Bloor West Villager	Thurs	Tab	34,300
Bracebridge Examiner	Thurs	Tab	8,849
Bradford West Gwillimbury Topic	Thurs	Tab	10,700
Brampton Guardian	Wed	Tab	118,000
Brampton Guardian	Thurs	Tab	130,000
Brampton Guardian	Fri	Tab	118,000
Brant News	Thurs	Tab	49,003
Brighton Independent	Thurs	Tab	7,251
Brock Citizen	Thurs	Tab	5,639
Burlington Post	Wed	Tab	49,780
	Thurs	Tab	61,000
	Fri	Tab	49,780
Burlington Post/Flamborough Review*	Thurs	Tab	75,750
Caledon Enterprise	Tues	Tab	14,685
	Thurs	Tab	16,785
Cambridge Times	Tues/Fri	Tab	43,514
	Thurs	Tab	48,693
Carleton Place-Almonte Canadian Gazette	Thurs	Tab	11,629
Central Hastings News	Thurs	Tab	11,637
City Centre Mirror (includes Annex)	Thurs	Tab	50,650
Clarington This Week	Wed/Thurs	Tab	25,731
Collingwood Connection	Thurs	Tab	11,500
Collingwood Connection/Wasaga Sun-Stayner Sun*	Thurs	Tab	24,000
Dundas Star News	Thurs	Tab	15,811
Dunnville Sachem	See The Sachem		
East York/N. Riverdale/Beach/S. Riverdale Mirrors	Thurs	Tab	58,100
Eastern Ontario Region - 15 Ottawa markets* (see specs for colour charge)	Thurs	Tab	332,184
Eastern Ontario Region - 10 Seaway markets* (see specs for colour charge)	Thurs	Tab	176,433
Eastern Ontario Region - Ottawa + Seaway* (see specs for colour charge)	Thurs	Tab	508,617
Elmira Independent	Fri	Tab	11,000
Erin Advocate	Wed	Tab	2,500
Etobicoke Guardian	Thurs	Tab	72,450
Exeter Times-Advocate	Wed	Tab	4,500
Exeter Times-Advocate Weekender	Thurs	Tab	10,400
Fergus-Elora News-Express	Wed	Tab	8,750
Flamborough Review	Thurs	Tab	14,750
Frontenac Gazette	Thurs	Tab	8,469

SIXTH PAGE Tab: 5.145" x 3.714", B/S: 5.145" x 7.17", unless otherwise noted					
ONE TIME	4 TIMES	13 TIMES	26 TIMES	52 TIMES	
\$1,121	\$890	\$781	\$747	\$687	
\$1,121	\$890	\$781	\$747	\$687	
\$796	\$592	\$487	\$430	\$419	
\$347	\$312	\$295	\$277	\$260	
\$419	\$366	\$264	\$208	\$208	
\$175	\$167	\$158	\$149	\$141	
\$212	\$208	\$195	\$186	\$182	
\$1,339	\$1,205	\$1,084	\$972	\$883	
\$342	\$229	\$182	\$167	\$153	
\$657	\$642	\$614	\$583	\$574	
\$501	\$450	\$425	\$400	\$375	
\$340	\$324	\$298	\$272	\$257	
\$1,155	\$1,119	\$990	\$875	\$798	
\$1,155	\$1,119	\$990	\$875	\$798	
\$1,155	\$1,119	\$990	\$875	\$798	
\$437	\$414	\$397	\$374	\$357	
\$146	\$113	\$91	\$80	\$73	
\$392	\$347	\$287	\$257	\$245	
\$1,245	\$1,090	\$796	\$728	\$690	
\$1,279	\$1,121	\$819	\$747	\$709	
\$1,279	\$1,121	\$819	\$747	\$709	
\$1,505	\$1,339	\$1,007	\$902	\$864	
\$453	\$430	\$377	\$340	\$321	
\$453	\$430	\$377	\$340	\$321	
\$457	\$381	\$302	\$295	\$287	
\$505	\$419	\$332	\$325	\$316	
\$167	\$158	\$150	\$142	\$134	
\$262	\$193	\$139	\$131	\$116	
\$1,073	\$1,034	\$974	\$935	\$923	
\$731	\$701	\$577	\$473	\$458	
\$534	\$432	\$351	\$305	\$285	
\$800	\$647	\$527	\$457	\$427	
\$419	\$366	\$264	\$208	\$208	
\$1,359	\$1,296	\$1,086	\$1,010	\$986	
\$1,533	\$1,456	\$1,380	\$1,303	\$1,226	
\$867	\$823	\$781	\$737	\$694	
\$2,280	\$2,165	\$2,051	\$1,937	\$1,824	
\$219	\$209	\$198	\$187	\$165	
\$457	\$407	\$351	\$309	\$291	
\$1,506	\$1,474	\$1,394	\$1,336	\$1,319	
\$237	\$233	\$220	\$212	\$208	
\$263	\$258	\$246	\$237	\$233	
\$275	\$229	\$203	\$186	\$182	
\$302	\$279	\$211	\$192	\$189	
\$191	\$182	\$172	\$162	\$153	

EIGHTH PAGE Tab: H - 5.145" x 2.786", B/S: 5.145" x 5.285", unless otherwise noted					
ONE TIME	4 TIMES	13 TIMES	26 TIMES	52 TIMES	
\$882	\$701	\$615	\$588	\$541	
\$882	\$701	\$615	\$588	\$541	
\$627	\$466	\$383	\$339	\$330	
\$273	\$246	\$232	\$218	\$205	
\$330	\$288	\$208	\$163	\$163	
\$137	\$131	\$123	\$116	\$110	
\$167	\$163	\$153	\$147	\$143	
\$982	\$883	\$795	\$713	\$648	
\$269	\$181	\$143	\$132	\$120	
\$518	\$505	\$484	\$459	\$453	
\$394	\$355	\$335	\$315	\$296	
\$267	\$256	\$235	\$214	\$202	
\$864	\$825	\$754	\$660	\$589	
\$864	\$825	\$754	\$660	\$589	
\$864	\$825	\$754	\$660	\$589	
\$276	\$265	\$253	\$236	\$224	
\$115	\$89	\$72	\$63	\$57	
\$309	\$273	\$226	\$202	\$193	
\$981	\$859	\$627	\$573	\$544	
\$1,007	\$882	\$645	\$588	\$559	
\$1,007	\$882	\$645	\$588	\$559	
\$1,186	\$1,055	\$793	\$710	\$680	
\$357	\$339	\$297	\$267	\$253	
\$357	\$339	\$297	\$267	\$253	
\$360	\$300	\$238	\$232	\$226	
\$395	\$330	\$262	\$255	\$249	
\$125	\$119	\$113	\$107	\$100	
\$206	\$152	\$110	\$103	\$92	
\$845	\$814	\$768	\$736	\$727	
\$576	\$552	\$455	\$372	\$361	
\$420	\$340	\$277	\$240	\$224	
\$630	\$510	\$415	\$359	\$336	
\$330	\$288	\$208	\$163	\$163	
\$1,070	\$1,021	\$855	\$796	\$777	
\$1,200	\$1,140	\$1,080	\$1,020	\$960	
\$668	\$634	\$601	\$568	\$534	
\$1,760	\$1,672	\$1,584	\$1,496	\$1,408	
\$149	\$142	\$133	\$127	\$109	
\$360	\$321	\$276	\$244	\$229	
\$1,185	\$1,160	\$1,098	\$1,051	\$1,038	
\$187	\$183	\$173	\$167	\$163	
\$207	\$203	\$193	\$187	\$183	
\$217	\$180	\$160	\$147	\$143	
\$238	\$220	\$166	\$152	\$149	
\$144	\$137	\$130	\$122	\$115	

BASEBAR Tab/B/S: 10.375" X 1.785", unless otherwise noted					
ONE TIME	4 TIMES	13 TIMES	26 TIMES	52 TIMES	
\$915	\$727	\$638	\$610	\$561	
\$915	\$727	\$638	\$610	\$561	
\$650	\$484	\$397	\$351	\$342	
\$283	\$255	\$240	\$226	\$212	
\$342	\$299	\$216	\$169	\$169	
\$161	\$153	\$145	\$138	\$130	
\$173	\$169	\$159	\$152	\$149	
\$927	\$834	\$751	\$674	\$612	
\$279	\$187	\$149	\$137	\$125	
\$537	\$524	\$501	\$476	\$469	
\$409	\$368	\$347	\$327	\$306	
\$277	\$265	\$243	\$222	\$209	
\$1,082	\$1,001	\$933	\$778	\$726	
\$1,082	\$1,001	\$933	\$778	\$726	
\$1,082	\$1,001	\$933	\$778	\$726	
\$173	\$161	\$150	\$138	\$115	
\$119	\$92	\$74	\$65	\$59	
\$320	\$283	\$234	\$209	\$200	
\$1,016	\$890	\$650	\$594	\$564	
\$1,044	\$915	\$668	\$610	\$579	
\$1,044	\$915	\$668	\$610	\$579	
\$1,229	\$1,093	\$822	\$736	\$705	
\$370	\$351	\$308	\$277	\$262	
\$370	\$351	\$308	\$277	\$262	
\$373	\$311	\$246	\$240	\$234	
\$410	\$342	\$271	\$264	\$257	
\$132	\$125	\$119	\$112	\$106	
\$214	\$157	\$114	\$107	\$95	
\$877	\$844	\$796	\$763	\$754	
\$597	\$572	\$471	\$387	\$374	
\$436	\$352	\$287	\$249	\$232	
\$653	\$528	\$431	\$373	\$348	
\$342	\$299	\$216	\$169	\$169	
\$1,109	\$1,057	\$886	\$824	\$805	
\$1,455	\$1,383	\$1,310	\$1,237	\$1,165	
\$901	\$856	\$811	\$766	\$721	
\$2,244	\$2,132	\$2,020	\$1,908	\$1,795	
\$149	\$142	\$133	\$127	\$109	
\$373	\$333	\$286	\$253	\$237	
\$1,229	\$1,203	\$1,138	\$1,090	\$1,077	
\$194	\$190	\$180	\$173	\$169	
\$214	\$211	\$201	\$194	\$190	
\$225	\$187	\$166	\$152	\$149	
\$246	\$228	\$172	\$157	\$154	
\$123	\$117	\$111	\$105	\$99	

SIXTEENTH Tab/B/S: V- 2.54" x 2.786", H - 5.145" x 1.357", unless otherwise noted					
ONE TIME	4 TIMES	13 TIMES	26 TIMES	52 TIMES	
\$463	\$368	\$323	\$309	\$284	
\$463	\$368	\$323	\$309	\$284	
\$329	\$245	\$201	\$178	\$173	
\$143	\$129	\$122	\$115	\$107	
\$173	\$151	\$109	\$86	\$86	
\$72	\$68	\$65	\$61	\$57	
\$88	\$86	\$81	\$77	\$75	
\$589	\$530	\$477	\$428	\$389	
\$141	\$95	\$75	\$69	\$63	
\$272	\$266	\$254	\$240	\$237	
\$207	\$186	\$176	\$166	\$155	
\$140	\$134	\$123	\$112	\$106	
\$440	\$418	\$380	\$341	\$303	
\$440	\$418	\$380	\$341	\$303	
\$440	\$418	\$380	\$341	\$303	
\$140	\$125	\$115	\$112	\$110	
\$60	\$47	\$38	\$33	\$30	
\$162	\$144	\$119	\$106	\$101	
\$515	\$451	\$329	\$301	\$285	
\$529	\$463	\$338	\$309	\$293	
\$529	\$463	\$338	\$309	\$293	
\$622	\$554	\$416	\$373	\$357	
\$187	\$178	\$156	\$140	\$133	
\$187	\$178	\$156	\$140	\$133	
\$189	\$158	\$125	\$122	\$119	
\$210	\$174	\$138	\$134	\$131	
\$66	\$62	\$59	\$56	\$53	
\$108	\$80	\$58	\$54	\$48	
\$444	\$427	\$403	\$386	\$381	
\$302	\$290	\$239	\$196	\$190	
\$229	\$178	\$146	\$131	\$119	
\$343	\$267	\$218	\$197	\$178	
\$173	\$151	\$109	\$86	\$86	
\$562	\$536	\$448	\$418	\$407	
\$630	\$599	\$567	\$535	\$504	
\$350	\$333	\$315	\$298	\$281	
\$924	\$878	\$831	\$786	\$739	
\$78	\$74	\$70	\$66	\$57	
\$189	\$168	\$145	\$128	\$120	
\$623	\$609	\$576	\$552	\$545	
\$98	\$96	\$91	\$88	\$86	
\$109	\$107	\$102	\$98	\$96	
\$114	\$95	\$84	\$77	\$75	
\$125	\$115	\$87	\$80	\$78	
\$75	\$71	\$68	\$64	\$60	

THIRTY SECOND PAGE				
Tab/B/S: 2.54" X 1.357", unless otherwise noted				
ONE TIME	4 TIMES	13 TIMES	26 TIMES	52 TIMES
\$243	\$193	\$170	\$162	\$149
\$243	\$193	\$170	\$162	\$149
\$173	\$129	\$106	\$93	\$91
\$75	\$68	\$64	\$60	\$56
\$91	\$79	\$57	\$45	\$45
\$38	\$36	\$34	\$33	\$31
\$46	\$45	\$42	\$40	\$40
\$442	\$398	\$358	\$321	\$292
\$74	\$50	\$39	\$36	\$33
\$143	\$140	\$133	\$126	\$125
\$109	\$98	\$92	\$87	\$81
\$74	\$70	\$65	\$59	\$56
\$231	\$219	\$199	\$179	\$159
\$231	\$219	\$199	\$179	\$159
\$231	\$219	\$199	\$179	\$159
\$75	\$65	\$58	\$55	\$52
\$32	\$24	\$20	\$17	\$16
\$85	\$75	\$62	\$56	\$53
\$270	\$237	\$173	\$158	\$150
\$278	\$243	\$178	\$162	\$154
\$278	\$243	\$178	\$162	\$154
\$327	\$291	\$219	\$196	\$188
\$98	\$93	\$82	\$74	\$70
\$98	\$93	\$82	\$74	\$70
\$99	\$83	\$66	\$64	\$62
\$110	\$95	\$73	\$71	\$68
\$35	\$33	\$32	\$30	\$28
\$57	\$42	\$30	\$28	\$25
\$233	\$225	\$211	\$203	\$201
\$159	\$152	\$125	\$103	\$99
\$131	\$113	\$103	\$90	\$79
\$196	\$170	\$154	\$134	\$118
\$91	\$79	\$57	\$45	\$45
\$295	\$281	\$235	\$219	\$214
\$330	\$314	\$298	\$281	\$265
\$184	\$175	\$166	\$157	\$147
\$485	\$461	\$436	\$412	\$388
\$43	\$41	\$39	\$36	\$32
\$99	\$88	\$76	\$67	\$63
\$327	\$320	\$302	\$290	\$287
\$51	\$51	\$48	\$46	\$45
\$57	\$56	\$53	\$51	\$51
\$60	\$50	\$44	\$40	\$40
\$66	\$61	\$46	\$42	\$41
\$40	\$38	\$36	\$34	\$32

Metroland Newspapers

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Modular Net Rates/Effective July 1, 2014

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G - N (Full, Three-Quarter, Half, Three-Eights and Quarter)

COMMUNITY NEWSPAPERS	EDITIONS	FORMAT	PRESS RUN
Georgetown/Acton - The Independent & Free Press	Thurs	Tab	22,800
Georgina Advocate	Thurs	Tab	18,000
Glanbrook Gazette	Thurs	Tab	7,078
Grand River Sachem	See The Sachem		
Gravenhurst Banner	Thurs	Tab	5,500
Grimsby Lincoln News (see Niagara This Week for Thurs)	Wed	Tab: see specs	23,450
Guelph Mercury (Daily)	See enclosed rate card		
Guelph Tribune	Tues	Tab	40,632
	Thurs	Tab	45,507
Haldimand Sachem	See The Sachem		
Hamilton Community News - All 4 Papers (Ancaster, Dundas, Hamilton Mountain, Stoney Creek)*	Thurs	Tab	110,568
Hamilton Mountain	Thurs	Tab	50,754
Hamilton Spectator (Daily)	See enclosed rate card		
Huntsville Forester	Thurs	Tab	9,535
Innisfil Journal	Thurs	Tab	11,000
Kanata Kourier Standard	Thurs	Tab	27,408
Kawartha Lakes This Week	Thurs	Tab	29,980
Kemptville Advance	Thurs	Tab	10,328
King Connection	Thurs	Tab	8,300
Kingston Heritage	Thurs	Tab	45,919
Kitchener (See Waterloo Regional Record - Daily)	See enclosed rate card		
Kitchener Post	Fri	Tab	60,000
Listowel Banner	Wed	Tab	3,900
Listowel Independent Plus	Thurs	Tab	24,500
London Community News	Thurs	Tab	133,000
Manotick News	Thurs	Tab	11,553
Markham Economist & Sun	Thurs	Tab	72,000
Markham Econ. & Sun/Stouffville Sun-Tribune*	Thurs	Tab	86,500
Meaford Express	Wed	Tab	2,400
Midland Penetanguishene Mirror	Thurs	Tab	20,500
Milton Canadian Champion	Thurs	Tab	27,200
Minto Express	Wed	Tab	1,500
Mississauga News (House Edition)	Thurs/Fri	Tab	124,500
Mississauga News (Apt/Condo/Malton Edition)	Thurs	Tab	75,900
Mississauga News (Full City)	Thurs/Fri or Thurs	Tab	200,400
Mount Forest Confederate	Wed	Tab	2,700
Muskokaregion.com (includes Bracebridge, Gravenhurst and Huntsville)	Thurs	Tab	27,000
The Muskokan (summer only)	Fri	Tab	12,000
Napanee Beaver	Thurs	Tab (6 x 212)	12,133
Nepean/Barrhaven News	Thurs	Tab	49,757
New Hamburg Independent	Wed	Tab	3,400
Newmarket Era and Aurora Banner	Thurs	B/S	53,700
Newmarket Era, Aurora Banner, and Georgina Advocate	Sun	Tab	71,387
Niagara This Week (Grimsby,St. Cath/NiagFalls)	Wed	Tab: see specs	94,350
Niagara This Week (includes Grimsby)	Thurs		169,300
Norfolk News	Thurs	Tab	26,000
North Bay Nipissing News	Thurs	Tab	34,222
North York Mirror	Thurs	Tab	99,050
Northumberland News	Thurs	Tab	22,800

FULL PAGE Tab: 10.375" x 11.5", B/S: 10.375" X 21.5", unless otherwise noted					
ONE	4 TIMES	13	26	52	
\$3,293	\$2,705	\$2,470	\$2,274	\$2,195	
\$2,470	\$2,117	\$1,686	\$1,548	\$1,470	
\$1,000	\$960	\$745	\$745	\$745	
\$2,200	\$1,980	\$1,870	\$1,760	\$1,650	
\$2,504	\$1,800	\$1,484	\$1,320	\$1,275	
\$2,372	\$1,980	\$1,568	\$1,529	\$1,490	
\$2,610	\$2,178	\$1,724	\$1,682	\$1,639	
\$9,937	\$8,761	\$6,331	\$5,233	\$5,233	
\$3,606	\$3,214	\$2,352	\$1,980	\$1,980	
\$2,700	\$2,430	\$2,295	\$2,160	\$2,025	
\$1,764	\$1,686	\$1,548	\$1,411	\$1,333	
\$1,561	\$1,483	\$1,405	\$1,327	\$1,248	
\$3,665	\$3,097	\$2,587	\$2,313	\$2,195	
\$774	\$735	\$697	\$658	\$619	
\$831	\$755	\$654	\$623	\$565	
\$1,361	\$1,292	\$1,225	\$1,157	\$1,088	
\$3,136	\$2,790	\$2,133	\$2,039	\$1,944	
\$1,276	\$1,254	\$1,188	\$1,144	\$1,122	
\$1,496	\$1,474	\$1,408	\$1,364	\$1,342	
\$3,025	\$2,874	\$2,723	\$2,571	\$2,269	
\$1,027	\$976	\$924	\$873	\$822	
\$6,252	\$5,508	\$4,743	\$4,253	\$3,998	
\$7,291	\$6,507	\$5,645	\$5,076	\$4,665	
\$1,764	\$1,686	\$1,548	\$1,411	\$1,333	
\$3,704	\$2,587	\$2,136	\$1,980	\$1,901	
\$4,258	\$3,381	\$2,503	\$2,224	\$2,023	
\$1,144	\$1,122	\$1,056	\$1,012	\$990	
\$9,995	\$9,495	\$8,595	\$7,395	\$5,795	
\$5,194	\$4,880	\$3,979	\$3,783	\$3,783	
\$11,675	\$11,445	\$10,175	\$9,075	\$7,925	
\$1,100	\$1,078	\$1,012	\$968	\$946	
\$3,500	\$3,150	\$2,975	\$2,800	\$2,625	
\$3,000	\$2,700	\$2,550	\$2,400	\$2,250	
\$801	\$761	\$720	\$680	\$641	
\$1,414	\$1,343	\$1,273	\$1,203	\$1,131	
\$1,156	\$1,000	\$823	\$784	\$745	
\$7,796	\$6,893	\$5,990	\$5,388	\$5,087	
\$6,331	\$5,566	\$4,802	\$4,292	\$4,038	
\$3,299	\$3,254	\$3,101	\$3,028	\$2,984	
\$4,093	\$4,033	\$3,793	\$3,583	\$3,494	
\$1,505	\$1,328	\$1,240	\$1,151	\$1,063	
\$1,260	\$1,134	\$1,071	\$1,008	\$945	
\$9,940	\$9,508	\$8,479	\$7,758	\$7,409	
\$3,273	\$3,018	\$2,489	\$2,332	\$2,195	

THREE-QUARTER PAGE Tab: 10.375" x 8.571", B/S: 10.375" X 16.125", unless otherwise noted					
ONE	4 TIMES	13	26	52	
\$2,717	\$2,231	\$2,037	\$1,876	\$1,811	
\$2,037	\$1,746	\$1,391	\$1,277	\$1,213	
\$825	\$792	\$614	\$614	\$614	
\$1,815	\$1,634	\$1,543	\$1,452	\$1,361	
\$2,066	\$1,484	\$1,225	\$1,088	\$1,052	
\$1,957	\$1,633	\$1,294	\$1,262	\$1,229	
\$2,150	\$1,795	\$1,423	\$1,388	\$1,352	
\$8,198	\$7,228	\$5,223	\$4,317	\$4,317	
\$2,975	\$2,652	\$1,940	\$1,633	\$1,633	
\$2,228	\$2,005	\$1,893	\$1,782	\$1,671	
\$1,455	\$1,391	\$1,277	\$1,164	\$1,100	
\$1,288	\$1,223	\$1,159	\$1,094	\$1,030	
\$3,024	\$2,555	\$2,134	\$1,908	\$1,811	
\$639	\$607	\$574	\$543	\$511	
\$654	\$595	\$515	\$491	\$445	
\$1,123	\$1,067	\$1,011	\$955	\$899	
\$2,587	\$2,302	\$1,760	\$1,685	\$1,605	
\$1,053	\$1,035	\$980	\$944	\$926	
\$1,234	\$1,216	\$1,162	\$1,125	\$1,107	
\$2,279	\$2,165	\$2,051	\$1,937	\$1,709	
\$848	\$805	\$763	\$720	\$678	
\$5,158	\$4,544	\$3,913	\$3,509	\$3,299	
\$6,015	\$5,368	\$4,657	\$4,188	\$3,848	
\$1,455	\$1,391	\$1,277	\$1,164	\$1,100	
\$3,056	\$2,134	\$1,763	\$1,633	\$1,568	
\$3,194	\$2,535	\$1,876	\$1,668	\$1,523	
\$944	\$926	\$871	\$835	\$817	
\$7,995	\$7,595	\$6,875	\$5,915	\$4,635	
\$4,285	\$4,026	\$3,283	\$3,121	\$3,121	
\$9,340	\$9,150	\$8,140	\$7,260	\$6,340	
\$908	\$889	\$835	\$799	\$780	
\$2,888	\$2,599	\$2,454	\$2,310	\$2,166	
\$2,475	\$2,228	\$2,104	\$1,980	\$1,856	
\$660	\$627	\$595	\$561	\$528	
\$1,167	\$1,109	\$1,050	\$991	\$933	
\$954	\$825	\$679	\$647	\$614	
\$6,432	\$5,687	\$4,942	\$4,445	\$4,197	
\$5,223	\$4,592	\$3,962	\$3,541	\$3,331	
\$2,721	\$2,685	\$2,560	\$2,499	\$2,461	
\$3,377	\$3,327	\$3,129	\$2,956	\$2,883	
\$1,122	\$996	\$930	\$864	\$798	
\$945	\$851	\$803	\$756	\$709	
\$8,201	\$7,845	\$6,995	\$6,401	\$6,112	
\$2,700	\$2,490	\$2,054	\$1,924	\$1,811	

HALF PAGE Tab: V - 5.145" x 11.5", H - 10.375" x 5.71", B/S: V - 5.145" x 21.5", H - 10.375" x 10.75", unless otherwise noted					
ONE	4 TIMES	13	26	52	
\$1,811	\$1,488	\$1,358	\$1,250	\$1,207	
\$1,358	\$1,164	\$927	\$852	\$809	
\$550	\$528	\$410	\$410	\$410	
\$1,210	\$1,089	\$1,029	\$968	\$908	
\$1,377	\$989	\$816	\$725	\$701	
\$1,304	\$1,089	\$862	\$841	\$819	
\$1,435	\$1,198	\$948	\$925	\$901	
\$5,465	\$4,819	\$3,482	\$2,878	\$2,878	
\$1,984	\$1,768	\$1,294	\$1,089	\$1,089	
\$1,485	\$1,337	\$1,262	\$1,188	\$1,114	
\$970	\$927	\$852	\$776	\$733	
\$787	\$748	\$709	\$669	\$629	
\$2,016	\$1,703	\$1,423	\$1,272	\$1,207	
\$413	\$393	\$372	\$352	\$330	
\$458	\$416	\$360	\$327	\$311	
\$921	\$874	\$828	\$782	\$736	
\$1,725	\$1,534	\$1,173	\$1,125	\$1,069	
\$702	\$690	\$653	\$629	\$617	
\$823	\$811	\$774	\$750	\$738	
\$1,549	\$1,472	\$1,394	\$1,317	\$1,162	
\$527	\$501	\$474	\$448	\$421	
\$3,439	\$3,029	\$2,609	\$2,339	\$2,199	
\$4,010	\$3,579	\$3,105	\$2,792	\$2,566	
\$970	\$927	\$852	\$776	\$733	
\$2,037	\$1,423	\$1,175	\$1,089	\$1,046	
\$2,129	\$1,690	\$1,250	\$1,111	\$1,016	
\$629	\$617	\$581	\$557	\$545	
\$5,995	\$5,745	\$5,295	\$4,395	\$3,135	
\$2,857	\$2,684	\$2,188	\$2,081	\$2,081	
\$6,835	\$6,575	\$6,065	\$5,115	\$3,775	
\$605	\$593	\$557	\$532	\$520	
\$1,925	\$1,733	\$1,636	\$1,540	\$1,444	
\$1,650	\$1,485	\$1,403	\$1,320	\$1,238	
\$400	\$380	\$360	\$341	\$320	
\$921	\$874	\$828	\$782	\$736	
\$636	\$550	\$453	\$432	\$410	
\$4,288	\$3,791	\$3,294	\$2,963	\$2,798	
\$3,482	\$3,062	\$2,641	\$2,361	\$2,221	
\$1,815	\$1,789	\$1,707	\$1,666	\$1,641	
\$2,251	\$2,219	\$2,045	\$1,971	\$1,922	
\$1,003	\$666	\$622	\$578	\$534	
\$635	\$571	\$539	\$508	\$476	
\$5,467	\$5,229	\$4,663	\$4,267	\$4,075	
\$1,800	\$1,660	\$1,369	\$1,283	\$1,207	

THREE-EIGHTS Tab: V- 5.145" x 8.571", B/S- V- 5.145" x 16.125", unless otherwise noted				
ONE	4 TIMES	13	26	52
\$1,426	\$1,172	\$1,070	\$985	\$951
\$1,070	\$917	\$730	\$671	\$637
\$433	\$416	\$323	\$323	\$323
\$953	\$858	\$810	\$762	\$715
\$1,084	\$779	\$694	\$571	\$552
\$1,027	\$857	\$679	\$662	\$645
\$1,130	\$943	\$747	\$728	\$710
\$4,304	\$3,795	\$2,742	\$2,267	\$2,267
\$1,562	\$1,392	\$1,019	\$857	\$857
\$1,169	\$1,052	\$994	\$936	\$877
\$764	\$730	\$671	\$611	\$577
\$676	\$643	\$609	\$574	\$541
\$1,587	\$1,341	\$1,121	\$1,002	\$951
\$336	\$318	\$302	\$285	\$268
\$360	\$328	\$284	\$257	\$245
\$590	\$560	\$530	\$501	\$471
\$1,358	\$1,209	\$923	\$885	\$841
\$553	\$543	\$515	\$495	\$486
\$648	\$638	\$610	\$591	\$581
\$1,196	\$1,137	\$1,077	\$1,017	\$897
\$445	\$422	\$401	\$378	\$356
\$2,708	\$2,385	\$2,054	\$1,842	\$1,732
\$3,158	\$2,818	\$2,445	\$2,199	\$2,020
\$764	\$730	\$671	\$611	\$577
\$1,604	\$1,121	\$925	\$857	\$823
\$1,627	\$1,292	\$956	\$851	\$775
\$495	\$486	\$457	\$438	\$429
\$4,915	\$4,710	\$4,340	\$3,595	\$2,575
\$2,250	\$2,114	\$1,723	\$1,638	\$1,638
\$5,604	\$5,390	\$4,975	\$4,195	\$3,095
\$476	\$467	\$438	\$419	\$410
\$1,516	\$1,364	\$1,289	\$1,213	\$1,137
\$1,299	\$1,169	\$1,104	\$1,040	\$975
\$347	\$329	\$312	\$295	\$277
\$613	\$581	\$551	\$520	\$490
\$501	\$433	\$357	\$340	\$323
\$3,377	\$2,985	\$2,594	\$2,334	\$2,203
\$2,742	\$2,411	\$2,080	\$1,859	\$1,749
\$1,429	\$1,410	\$1,344	\$1,312	\$1,292
\$1,773	\$1,747	\$1,643	\$1,552	\$1,512
\$589	\$523	\$488	\$453	\$419
not available				
\$4,305	\$4,118	\$3,673	\$3,360	\$3,209
\$1,418	\$1,307	\$1,078	\$1,010	\$951

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North Bay Nipissing News	Thurs	Tab	34,222
North York Mirror	Thurs	Tab	99,050
Northumberland News	Thurs	Tab	22,800

SIXTH PAGE Tab: 5.145" x 3.714", B/S: 5.145" x 7.17", unless otherwise noted				
ONE	4 TIMES	13	26	52
\$634	\$521	\$475	\$438	\$423
\$475	\$407	\$324	\$298	\$283
\$192	\$185	\$143	\$143	\$143
\$424	\$381	\$360	\$339	\$318
\$480	\$345	\$284	\$253	\$244
\$457	\$381	\$302	\$295	\$287
\$505	\$419	\$332	\$325	\$316
\$1,913	\$1,687	\$1,219	\$1,007	\$1,007
\$694	\$619	\$453	\$381	\$381
\$520	\$468	\$442	\$416	\$390
\$340	\$324	\$298	\$272	\$257
\$267	\$254	\$240	\$226	\$213
\$706	\$596	\$498	\$445	\$423
\$153	\$146	\$138	\$131	\$122
\$176	\$160	\$139	\$132	\$120
\$373	\$355	\$337	\$317	\$299
\$603	\$537	\$411	\$395	\$374
\$246	\$241	\$229	\$220	\$216
\$288	\$284	\$271	\$263	\$258
\$419	\$399	\$378	\$357	\$315
\$183	\$173	\$164	\$155	\$146
\$1,204	\$1,060	\$913	\$819	\$770
\$1,404	\$1,253	\$1,087	\$977	\$898
\$340	\$324	\$298	\$272	\$257
\$713	\$498	\$411	\$381	\$366
\$709	\$563	\$416	\$369	\$338
\$220	\$216	\$203	\$195	\$191
\$2,435	\$2,375	\$2,050	\$1,645	\$1,185
\$1,000	\$939	\$766	\$728	\$728
\$2,725	\$2,635	\$2,325	\$1,925	\$1,450
\$212	\$208	\$195	\$186	\$182
\$674	\$606	\$573	\$539	\$505
\$578	\$520	\$491	\$462	\$433
\$134	\$126	\$120	\$113	\$107
\$354	\$336	\$318	\$301	\$283
\$223	\$192	\$158	\$151	\$143
\$1,501	\$1,327	\$1,153	\$1,037	\$979
\$1,219	\$1,072	\$924	\$826	\$777
\$632	\$624	\$594	\$580	\$572
\$784	\$773	\$727	\$687	\$670
\$251	\$220	\$204	\$193	\$176
\$235	\$212	\$200	\$188	\$176
\$1,913	\$1,830	\$1,632	\$1,493	\$1,426
\$630	\$581	\$479	\$449	\$423

EIGHTH PAGE Tab: H - 5.145" x 2.786", B/S: 5.145" x 5.285", unless otherwise noted				
ONE	4 TIMES	13	26	52
\$499	\$410	\$374	\$345	\$333
\$374	\$321	\$256	\$235	\$223
\$152	\$146	\$113	\$113	\$113
\$334	\$300	\$283	\$267	\$250
\$416	\$298	\$246	\$219	\$212
\$360	\$300	\$238	\$232	\$226
\$395	\$330	\$262	\$255	\$249
\$1,506	\$1,328	\$960	\$793	\$793
\$547	\$487	\$357	\$300	\$300
\$409	\$368	\$348	\$327	\$307
\$267	\$256	\$235	\$214	\$202
\$211	\$200	\$190	\$180	\$168
\$556	\$469	\$392	\$351	\$333
\$115	\$110	\$104	\$98	\$93
\$139	\$126	\$109	\$104	\$94
\$282	\$267	\$253	\$239	\$224
\$475	\$422	\$323	\$309	\$294
\$193	\$190	\$180	\$173	\$170
\$227	\$223	\$213	\$207	\$203
\$399	\$379	\$359	\$339	\$299
\$139	\$132	\$125	\$118	\$111
\$948	\$835	\$719	\$645	\$606
\$1,105	\$986	\$856	\$770	\$707
\$267	\$256	\$235	\$214	\$202
\$562	\$392	\$324	\$300	\$288
\$541	\$430	\$318	\$283	\$258
\$173	\$170	\$160	\$153	\$150
\$1,875	\$1,745	\$1,545	\$1,295	\$895
\$787	\$740	\$603	\$573	\$573
\$2,150	\$2,025	\$1,805	\$1,535	\$1,175
\$167	\$163	\$153	\$147	\$143
\$531	\$478	\$451	\$424	\$398
\$455	\$409	\$387	\$364	\$341
\$100	\$95	\$91	\$86	\$81
\$266	\$253	\$240	\$226	\$213
\$175	\$152	\$125	\$119	\$113
\$1,182	\$1,045	\$908	\$817	\$771
\$960	\$844	\$728	\$651	\$612
\$548	\$540	\$516	\$503	\$496
\$680	\$670	\$630	\$595	\$638
\$198	\$173	\$162	\$150	\$139
\$160	\$144	\$136	\$128	\$120
\$1,507	\$1,442	\$1,285	\$1,176	\$1,124
\$496	\$458	\$377	\$354	\$333

BASEBAR Tab/B/S: 10.375" X 1.785", unless otherwise noted				
ONE	4 TIMES	13	26	52
\$517	\$425	\$388	\$357	\$345
\$388	\$333	\$265	\$243	\$231
\$157	\$151	\$117	\$117	\$117
\$346	\$311	\$294	\$277	\$259
\$723	\$519	\$428	\$381	\$368
\$373	\$311	\$246	\$240	\$234
\$410	\$342	\$271	\$264	\$257
\$1,562	\$1,377	\$995	\$822	\$822
\$567	\$505	\$370	\$311	\$311
\$424	\$382	\$361	\$339	\$318
\$277	\$265	\$243	\$222	\$209
\$245	\$233	\$220	\$208	\$196
\$576	\$487	\$407	\$363	\$345
\$121	\$115	\$109	\$103	\$97
\$173	\$158	\$137	\$124	\$118
\$214	\$203	\$193	\$182	\$171
\$493	\$438	\$334	\$320	\$305
\$201	\$197	\$187	\$180	\$176
\$235	\$232	\$221	\$214	\$211
\$1,200	\$1,140	\$1,080	\$1,020	\$900
\$161	\$153	\$145	\$138	\$130
\$983	\$865	\$745	\$668	\$628
\$1,146	\$1,023	\$887	\$798	\$733
\$277	\$265	\$243	\$222	\$209
\$582	\$407	\$336	\$311	\$299
not available				
\$180	\$176	\$166	\$159	\$156
\$2,435	\$2,375	\$2,050	\$1,645	\$1,185
\$1,000	\$939	\$766	\$728	\$728
\$2,725	\$2,635	\$2,325	\$1,925	\$1,450
\$173	\$169	\$159	\$152	\$149
\$550	\$495	\$468	\$440	\$413
\$471	\$424	\$401	\$377	\$354
\$125	\$119	\$113	\$107	\$101
\$222	\$211	\$200	\$189	\$177
\$182	\$157	\$129	\$123	\$117
\$1,225	\$1,083	\$941	\$847	\$799
\$995	\$875	\$755	\$675	\$634
\$953	\$939	\$897	\$874	\$862
\$1,182	\$1,165	\$1,095	\$1,034	\$1,109
\$281	\$248	\$231	\$215	\$198
not available				
\$1,562	\$1,494	\$1,332	\$1,219	\$1,164
\$514	\$474	\$391	\$367	\$345

SIXTEENTH Tab/B/S: V- 2.54" x 2.786", H - 5.145" x 1.357", unless otherwise noted				
ONE	4 TIMES	13	26	52
\$262	\$215	\$197	\$181	\$175
\$197	\$168	\$134	\$123	\$117
\$80	\$76	\$59	\$59	\$59
\$175	\$158	\$149	\$140	\$131
\$239	\$172	\$142	\$126	\$122
\$189	\$158	\$125	\$122	\$119
\$210	\$174	\$138	\$134	\$131
\$791	\$697	\$504	\$416	\$416
\$287	\$256	\$187	\$158	\$158
\$215	\$193	\$183	\$172	\$161
\$140	\$134	\$123	\$112	\$106
\$110	\$105	\$100	\$94	\$89
\$292	\$246	\$206	\$184	\$175
\$60	\$57	\$54	\$51	\$49
\$73	\$66	\$57	\$55	\$50
\$148	\$140	\$133	\$125	\$118
\$249	\$222	\$169	\$163	\$155
\$102	\$100	\$95	\$91	\$89
\$119	\$117	\$112	\$109	\$107
\$259	\$246	\$233	\$220	\$194
\$72	\$69	\$65	\$62	\$58
\$498	\$438	\$377	\$338	\$318
\$580	\$518	\$449	\$404	\$371
\$140	\$134	\$123	\$112	\$106
\$295	\$206	\$170	\$158	\$151
\$270	\$214	\$158	\$141	\$129
\$91	\$89	\$84	\$81	\$79
\$995	\$925	\$825	\$675	\$475
\$413	\$388	\$317	\$301	\$301
\$1,145	\$1,075	\$950	\$810	\$625
\$88	\$86	\$81	\$77	\$75
\$279	\$251	\$237	\$223	\$209
\$239	\$215	\$203	\$191	\$179
\$53	\$50	\$47	\$45	\$42
\$140	\$133	\$125	\$118	\$112
\$92	\$80	\$66	\$63	\$59
\$620	\$549	\$477	\$429	\$405
\$504	\$443	\$382	\$342	\$321
\$315	\$310	\$297	\$289	\$285
\$391	\$385	\$362	\$342	\$367
\$104	\$91	\$85	\$79	\$73
\$80	\$72	\$68	\$64	\$60
\$791	\$757	\$675	\$617	\$590
\$261	\$240	\$198	\$186	\$175

THIRTY SECOND PAGE				
Tab/B/S: 2.54" X 1.357", unless otherwise noted				
ONE	4 TIMES	13	26	52
\$138	\$113	\$103	\$95	\$92
\$103	\$88	\$70	\$65	\$61
\$42	\$40	\$31	\$31	\$31
\$92	\$83	\$78	\$74	\$69
\$137	\$99	\$81	\$72	\$70
\$99	\$83	\$66	\$64	\$62
\$110	\$95	\$73	\$71	\$68
\$415	\$366	\$265	\$219	\$219
\$151	\$134	\$98	\$83	\$83
\$113	\$102	\$96	\$90	\$85
\$74	\$70	\$65	\$59	\$56
\$58	\$55	\$52	\$49	\$47
\$153	\$129	\$108	\$97	\$92
\$32	\$31	\$29	\$28	\$26
\$38	\$35	\$30	\$27	\$26
\$78	\$73	\$69	\$66	\$62
\$131	\$117	\$89	\$85	\$81
\$53	\$52	\$50	\$48	\$47
\$63	\$62	\$59	\$57	\$56
\$142	\$135	\$128	\$121	\$107
\$39	\$37	\$35	\$33	\$31
\$261	\$230	\$198	\$178	\$167
\$305	\$272	\$236	\$212	\$195
\$74	\$70	\$65	\$59	\$56
\$155	\$108	\$89	\$83	\$79
\$136	\$107	\$78	\$70	\$65
\$48	\$47	\$44	\$42	\$41
\$550	\$510	\$450	\$375	\$250
\$217	\$204	\$166	\$158	\$158
\$625	\$590	\$525	\$445	\$340
\$46	\$45	\$42	\$40	\$40
\$146	\$132	\$124	\$117	\$110
\$125	\$113	\$107	\$100	\$94
\$28	\$27	\$24	\$23	\$22
\$73	\$69	\$66	\$62	\$58
\$48	\$42	\$34	\$33	\$31
\$326	\$288	\$250	\$225	\$213
\$265	\$233	\$201	\$179	\$169
\$181	\$179	\$171	\$166	\$164
\$225	\$221	\$208	\$197	\$211
\$54	\$48	\$45	\$41	\$38
not available				
\$416	\$397	\$354	\$324	\$310
\$137	\$126	\$104	\$97	\$92

Metroland Newspapers

NET MODULAR ADVERTISING RATES

Modular Net Rates/Effective July 1, 2014

Additional modular sizes available. Contact your Corporate Account Executive for pricing.

O - Z (Full, Three-Quarter, Half, Three-Eighths and Quarter)

COMMUNITY NEWSPAPERS	EDITIONS	FORMAT	PRESS RUN
Oakville Beaver	Wed/Fri	Tab	45,850
	Thurs	Tab	52,850
Orangeville Banner	Tues	Tab	19,490
	Thurs	Tab	23,500
Orillia Today	Thurs	Tab	23,800
Orleans News	Thurs	Tab	48,813
Oshawa/Whitby This Week	Wed	Tab	81,519
Osh./Whit./Clarington This Week	Thurs	Tab	107,250
Osh./Whit. This Week/Clarington This Week/Pt.Perry Star*	Thurs	Tab	119,250
Ottawa East News	Thurs	Tab	29,011
Ottawa South News	Thurs	Tab	41,157
Ottawa West News	Thurs	Tab	35,902
Parkdale-Liberty Villager	Thurs	Tab	25,500
Parry Sound North Star	Wed	B/S	3,500
Parry Sound Beacon Star	Fri	Tab	8,500
Perth Courier	Thurs	Tab	12,451
Peterborough This Week	Wed	Tab	45,828
	Fri	Tab	45,328
Picton Gazette	Thurs	Tab (6 x 212)	9,637
Port Perry Star	Thurs	Tab	12,000
Quinte West News	Thurs	Tab	16,057
Renfrew Mercury	Thurs	Tab	15,298
Richmond Hill/Thornhill Liberal	Thurs	Tab	86,400
The Sachem	Thurs	Tab	21,624
Scarborough Mirror	Thurs	Tab	125,050
Smiths Falls Record News	Thurs	Tab	11,294
South Asian Focus	Thurs	Tab (10 x 175)	28,200
St. Catharines/Niagara Falls/Grimsby- Niagara This Week	Wed	Tab: see specs	94,350
St. Catharines/Thorold/Niagara Falls/Fort Erie/Welland/ Pelham&Wainfleet/Grimsby/Port Colborne - Niagara This Week	Thurs	Tab: see specs	165,666
St. Lawrence News	Thurs	Tab	29,807
St. Marys Journal-Argus	Wed	Tab	3,400
	Thurs	Tab	6,900
St. Thomas/Elgin Weekly News	Thurs	Tab	30,400
Stittsville News	Thurs	Tab	12,887
Stoney Creek News	Thurs	Tab	30,826
Stouffville Sun-Tribune	Thurs	Tab	14,500
Stratford Gazette	Thurs	Tab	20,000
Toronto - All Publications - Thursday*	Thurs	Tab	494,300
Trent Hills Independent	Thurs	Tab	11,808
Uxbridge Times-Journal	Thurs	Tab	10,500
Vaughan Citizen	Thurs	Tab	58,500
Walkerton Herald-Times	Thurs	Tab	2,600
Wasaga Sun-Stayner Sun	Thurs	Tab	12,500
Waterloo Chronicle	Wed	Tab	32,000
Waterloo Region Record (Daily)	See enclosed rate card		
West Carleton Review	Thurs	Tab	6,949
Wingham Advance-Times	Wed	Tab	2,500
York Guardian	Thurs	Tab	29,200

FULL PAGE Tab: 10.375" x 11.5", B/S: 10.375" X 21.5", unless otherwise noted				
ONE	4 TIMES	13	26	52
\$6,468	\$5,664	\$4,136	\$3,783	\$3,587
\$7,309	\$6,400	\$4,674	\$4,275	\$4,053
\$2,313	\$2,038	\$1,627	\$1,548	\$1,509
\$2,685	\$2,391	\$1,960	\$1,842	\$1,803
\$3,704	\$2,705	\$2,274	\$2,078	\$2,019
\$1,414	\$1,343	\$1,273	\$1,203	\$1,131
\$8,376	\$7,277	\$6,297	\$5,937	\$5,277
\$9,636	\$9,117	\$7,577	\$7,357	\$6,577
\$10,236	\$9,717	\$8,176	\$7,957	\$7,177
\$1,414	\$1,343	\$1,273	\$1,203	\$1,131
\$1,414	\$1,343	\$1,273	\$1,203	\$1,131
\$1,414	\$1,343	\$1,273	\$1,203	\$1,131
\$2,737	\$2,716	\$2,594	\$2,552	\$2,532
\$2,950	\$2,528	\$2,288	\$2,167	\$2,107
\$3,057	\$2,705	\$2,607	\$2,587	\$2,568
\$667	\$633	\$601	\$567	\$533
\$5,037	\$4,018	\$3,293	\$2,920	\$2,842
\$5,037	\$4,018	\$3,293	\$2,920	\$2,842
\$801	\$761	\$720	\$680	\$641
\$2,391	\$2,293	\$2,078	\$1,784	\$1,705
\$1,569	\$1,040	\$926	\$775	\$699
\$1,108	\$1,052	\$997	\$941	\$886
\$6,997	\$5,312	\$4,684	\$4,390	\$4,234
\$1,882	\$1,803	\$1,372	\$1,372	\$1,372
\$10,517	\$10,434	\$9,591	\$8,890	\$8,397
\$934	\$887	\$840	\$794	\$747
See enclosed rate card				
\$3,234	\$3,190	\$3,043	\$2,969	\$2,925
\$4,013	\$3,954	\$3,719	\$3,513	\$3,425
\$1,347	\$1,280	\$1,213	\$1,145	\$1,078
\$1,100	\$1,078	\$1,012	\$968	\$946
\$1,342	\$1,320	\$1,254	\$1,210	\$1,188
\$993	\$944	\$924	\$894	\$795
\$880	\$836	\$793	\$749	\$705
\$3,214	\$2,724	\$1,960	\$1,705	\$1,705
\$2,058	\$1,980	\$1,803	\$1,646	\$1,333
\$1,958	\$1,848	\$1,474	\$1,210	\$1,210
\$45,008	\$43,897	\$40,399	\$38,279	\$37,126
\$1,361	\$1,002	\$724	\$680	\$605
\$1,999	\$1,901	\$1,725	\$1,686	\$1,646
\$4,018	\$3,077	\$2,724	\$2,548	\$2,430
\$1,100	\$1,078	\$1,012	\$968	\$946
\$2,771	\$2,171	\$1,776	\$1,581	\$1,478
\$1,960	\$1,744	\$1,333	\$1,274	\$1,215
\$880	\$836	\$793	\$749	\$705
\$1,100	\$1,078	\$1,012	\$968	\$946
\$2,737	\$2,716	\$2,594	\$2,552	\$2,532

THREE-QUARTER PAGE Tab: 10.375" x 8.571", B/S: 10.375" X 16.125", unless otherwise noted				
ONE	4 TIMES	13	26	52
\$5,336	\$4,673	\$3,412	\$3,121	\$2,959
\$6,030	\$5,280	\$3,856	\$3,527	\$3,344
\$1,908	\$1,682	\$1,342	\$1,277	\$1,245
\$2,215	\$1,973	\$1,617	\$1,520	\$1,488
\$3,056	\$2,231	\$1,876	\$1,714	\$1,666
\$1,167	\$1,109	\$1,050	\$991	\$933
\$6,911	\$6,004	\$5,196	\$4,898	\$4,354
\$7,950	\$7,521	\$6,251	\$6,070	\$5,426
\$8,445	\$8,016	\$6,746	\$6,565	\$5,921
\$1,167	\$1,109	\$1,050	\$991	\$933
\$1,167	\$1,109	\$1,050	\$991	\$933
\$1,167	\$1,109	\$1,050	\$991	\$933
\$2,259	\$2,241	\$2,139	\$2,105	\$2,088
\$2,434	\$2,086	\$1,887	\$1,788	\$1,738
\$2,543	\$2,231	\$2,151	\$2,134	\$2,118
\$551	\$523	\$496	\$468	\$441
\$4,156	\$3,315	\$2,717	\$2,409	\$2,345
\$4,156	\$3,315	\$2,717	\$2,409	\$2,345
\$660	\$627	\$595	\$561	\$528
\$1,973	\$1,892	\$1,714	\$1,471	\$1,407
\$1,294	\$858	\$764	\$639	\$577
\$914	\$868	\$822	\$776	\$731
\$5,773	\$4,382	\$3,865	\$3,622	\$3,493
\$1,552	\$1,488	\$1,132	\$1,132	\$1,132
\$8,676	\$8,608	\$7,912	\$7,334	\$6,927
\$770	\$732	\$694	\$655	\$616
\$2,668	\$2,632	\$2,510	\$2,450	\$2,413
\$3,311	\$3,262	\$3,068	\$2,898	\$2,826
\$1,112	\$1,056	\$1,001	\$945	\$889
\$908	\$889	\$835	\$799	\$780
\$1,107	\$1,089	\$1,035	\$998	\$980
\$795	\$778	\$762	\$738	\$656
\$726	\$691	\$654	\$617	\$581
\$2,652	\$2,248	\$1,617	\$1,407	\$1,407
\$1,698	\$1,633	\$1,488	\$1,358	\$1,100
\$1,615	\$1,525	\$1,216	\$998	\$998
\$37,132	\$36,216	\$33,329	\$31,580	\$30,630
\$1,123	\$826	\$597	\$561	\$499
\$1,649	\$1,568	\$1,423	\$1,391	\$1,358
\$3,315	\$2,539	\$2,248	\$2,102	\$2,005
\$908	\$889	\$835	\$799	\$780
\$2,286	\$1,850	\$1,506	\$1,304	\$1,219
\$1,617	\$1,439	\$1,100	\$1,052	\$1,003
\$726	\$691	\$654	\$617	\$581
\$908	\$889	\$835	\$799	\$780
\$2,259	\$2,241	\$2,139	\$2,105	\$2,088

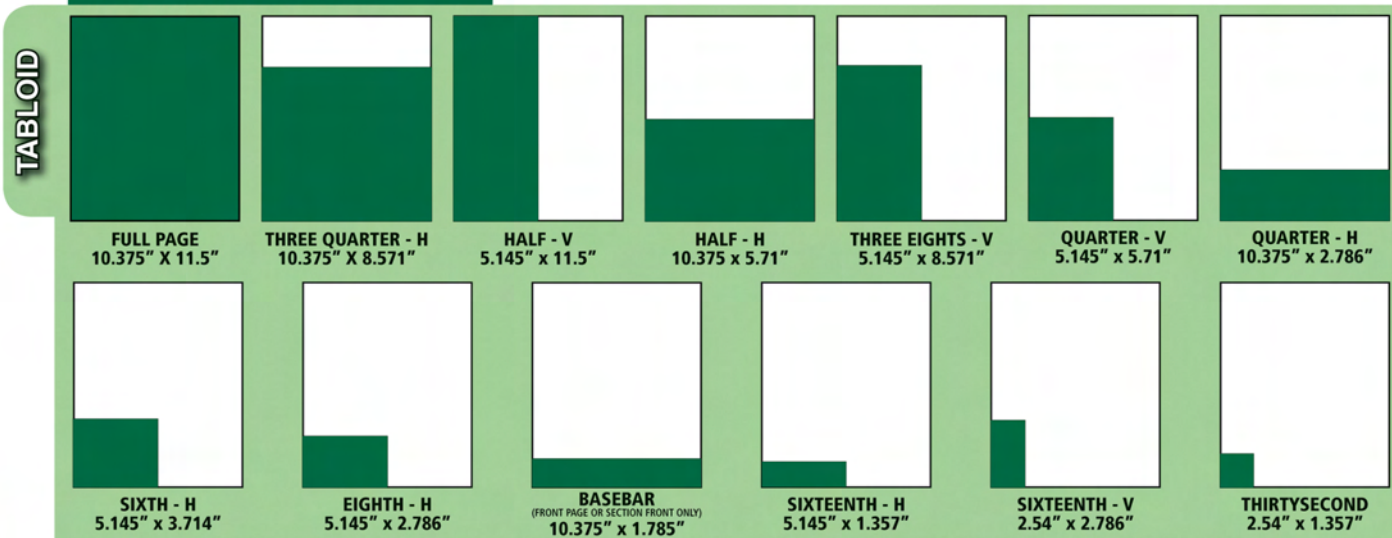
HALF PAGE Tab: V - 5.145" x 11.5", H - 10.375" x 5.71", B/S: V - 5.145" x 21.5", H - 10.375" x 10.75", unless otherwise noted				
ONE	4 TIMES	13	26	52
\$3,557	\$3,115	\$2,275	\$2,081	\$1,973
\$4,019	\$3,520	\$2,571	\$2,352	\$2,229
\$1,272	\$1,121	\$895	\$852	\$830
\$1,477	\$1,315	\$1,078	\$1,013	\$992
\$2,037	\$1,488	\$1,250	\$1,143	\$1,110
\$921	\$874	\$828	\$782	\$736
\$4,607	\$4,002	\$3,464	\$3,266	\$2,903
\$5,300	\$5,014	\$4,168	\$4,046	\$3,618
\$5,629	\$5,344	\$4,497	\$4,376	\$3,947
\$921	\$874	\$828	\$782	\$736
\$921	\$874	\$828	\$782	\$736
\$921	\$874	\$828	\$782	\$736
\$1,506	\$1,494	\$1,426	\$1,404	\$1,392
\$1,622	\$1,391	\$1,258	\$1,192	\$1,159
\$1,711	\$1,488	\$1,434	\$1,423	\$1,412
\$354	\$336	\$318	\$301	\$283
\$2,770	\$2,210	\$1,811	\$1,606	\$1,563
\$2,770	\$2,210	\$1,811	\$1,606	\$1,563
\$400	\$380	\$360	\$341	\$320
\$1,315	\$1,261	\$1,143	\$981	\$938
\$863	\$572	\$509	\$426	\$384
\$560	\$532	\$504	\$476	\$448
\$3,848	\$2,921	\$2,576	\$2,415	\$2,328
\$1,035	\$992	\$755	\$755	\$755
\$5,784	\$5,738	\$5,274	\$4,890	\$4,618
\$501	\$475	\$450	\$425	\$400
\$1,779	\$1,754	\$1,674	\$1,633	\$1,609
\$2,207	\$2,175	\$2,046	\$1,932	\$1,884
\$714	\$678	\$643	\$607	\$571
\$605	\$593	\$557	\$532	\$520
\$738	\$726	\$690	\$666	\$653
\$584	\$519	\$508	\$492	\$437
\$447	\$424	\$402	\$379	\$358
\$1,768	\$1,498	\$1,078	\$938	\$938
\$1,132	\$1,089	\$992	\$906	\$733
\$1,077	\$1,016	\$811	\$666	\$666
\$24,755	\$24,144	\$22,219	\$21,054	\$20,419
\$748	\$551	\$398	\$374	\$333
\$1,100	\$1,046	\$949	\$927	\$906
\$2,210	\$1,692	\$1,498	\$1,401	\$1,337
\$605	\$593	\$557	\$532	\$520
\$1,524	\$1,211	\$1,004	\$870	\$813
\$1,078	\$959	\$733	\$701	\$668
\$447	\$424	\$402	\$379	\$358
\$605	\$593	\$557	\$532	\$520
\$1,506	\$1,494	\$1,426	\$1,404	\$1,392

THREE-EIGHTS Tab: V- 5.145" x 8.571", B/S: V- 5.145" x 16.125", unless otherwise noted				
ONE	4 TIMES	13	26	52
\$2,801	\$2,453	\$1,791	\$1,638	\$1,554
\$3,165	\$2,772	\$2,024	\$1,851	\$1,756
\$1,002	\$883	\$705	\$671	\$654
\$1,163	\$1,036	\$849	\$798	\$781
\$1,604	\$1,172	\$985	\$900	\$874
\$613	\$581	\$551	\$520	\$490
\$3,628	\$3,152	\$2,727	\$2,571	\$2,286
\$4,174	\$3,948	\$3,281	\$3,186	\$2,849
\$4,433	\$4,209	\$3,541	\$3,447	\$3,109
\$613	\$581	\$551	\$520	\$490
\$613	\$581	\$551	\$520	\$490
\$613	\$581	\$551	\$520	\$490
\$1,185	\$1,177	\$1,124	\$1,106	\$1,096
\$1,278	\$1,095	\$991	\$939	\$913
\$1,348	\$1,172	\$1,129	\$1,121	\$1,112
\$289	\$274	\$260	\$246	\$232
\$2,182	\$1,740	\$1,426	\$1,265	\$1,231
\$2,182	\$1,740	\$1,426	\$1,265	\$1,231
\$347	\$329	\$312	\$295	\$277
\$1,036	\$993	\$900	\$773	\$739
\$679	\$450	\$401	\$336	\$303
\$479	\$456	\$431	\$408	\$384
\$3,031	\$2,301	\$2,029	\$1,902	\$1,834
\$815	\$781	\$594	\$594	\$594
\$4,555	\$4,519	\$4,154	\$3,850	\$3,637
\$405	\$385	\$364	\$344	\$323
\$1,401	\$1,382	\$1,318	\$1,286	\$1,267
\$1,738	\$1,713	\$1,611	\$1,522	\$1,483
\$583	\$555	\$525	\$496	\$467
\$476	\$467	\$438	\$419	\$410
\$581	\$572	\$543	\$524	\$515
\$468	\$409	\$400	\$387	\$344
\$381	\$362	\$344	\$324	\$305
\$1,392	\$1,180	\$849	\$739	\$739
\$891	\$857	\$781	\$713	\$577
\$848	\$800	\$638	\$524	\$524
\$19,494	\$19,013	\$17,497	\$16,580	\$16,081
\$589	\$434	\$313	\$295	\$262
\$866	\$823	\$747	\$730	\$713
\$1,740	\$1,333	\$1,180	\$1,104	\$1,053
\$476	\$467	\$438	\$419	\$410
\$1,200	\$971	\$791	\$685	\$640
\$849	\$756	\$577	\$552	\$526
\$381	\$362	\$344	\$324	\$305
\$476	\$467	\$438	\$419	\$410
\$1,185	\$1,177	\$1,124	\$1,106	\$1,096

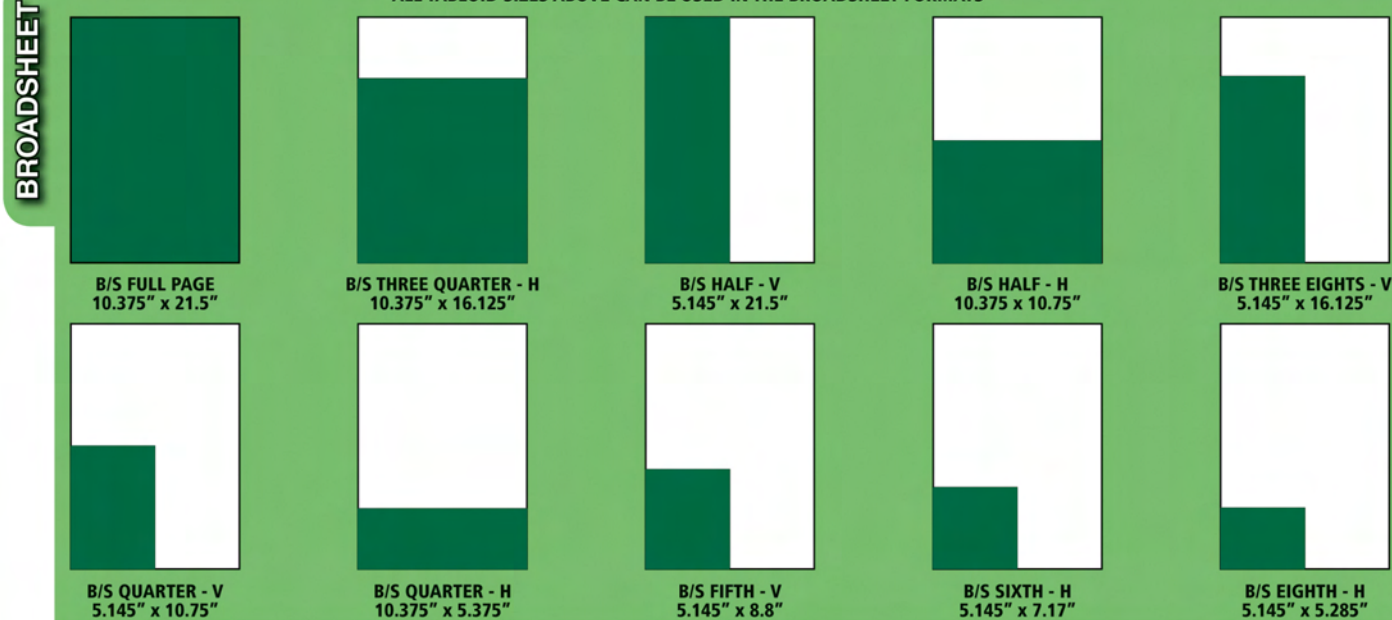
Metroland Newspapers				NET MODULAR ADVERTISING RATES																								
Modular Net Rates/Effective July 1, 2014				Additional modular sizes available. Contact your Corporate Account Executive for pricing.																								
O - Z (Sixth, Eighth, Basebar, Sixteenth and Thirty-Second)				SIXTH PAGE Tab: 5.145" x 3.714", B/S: 5.145" x 7.17", unless otherwise noted					EIGHTH PAGE Tab: H - 5.145" x 2.786", B/S: 5.145" x 5.285", unless otherwise noted					BASEBAR Tab/B/S: 10.375" X 1.785", unless otherwise noted					SIXTEENTH Tab/B/S: V- 2.54" x 2.786", H - 5.145" x 1.357", unless otherwise noted					THIRTY SECOND PAGE Tab/B/S: 2.54" X 1.357", unless otherwise noted				
COMMUNITY NEWSPAPERS	EDITIONS	FORMAT	PRESS RUN	ONE	4 TIMES	13	26	52	ONE	4 TIMES	13	26	52	ONE	4 TIMES	13	26	52	ONE	4 TIMES	13	26	52	ONE	4 TIMES	13	26	52
Oakville Beaver	Wed/Fri	Tab	45,850	\$1,245	\$1,090	\$796	\$728	\$690	\$981	\$859	\$627	\$573	\$544	\$1,016	\$890	\$650	\$594	\$564	\$515	\$451	\$329	\$301	\$285	\$270	\$237	\$173	\$158	\$150
	Thurs	Tab	52,850	\$1,407	\$1,232	\$899	\$823	\$780	\$1,109	\$971	\$709	\$647	\$615	\$1,148	\$1,006	\$735	\$671	\$637	\$582	\$510	\$372	\$340	\$322	\$305	\$268	\$195	\$179	\$170
Orangeville Banner	Tues	Tab	19,490	\$445	\$392	\$313	\$298	\$291	\$351	\$309	\$247	\$235	\$229	\$363	\$320	\$256	\$243	\$237	\$184	\$162	\$129	\$123	\$120	\$97	\$85	\$68	\$65	\$63
	Thurs	Tab	23,500	\$517	\$460	\$377	\$355	\$347	\$407	\$362	\$297	\$279	\$273	\$422	\$376	\$308	\$290	\$283	\$214	\$190	\$156	\$147	\$144	\$112	\$100	\$82	\$77	\$75
Orillia Today	Thurs	Tab	23,800	\$713	\$521	\$438	\$400	\$389	\$562	\$410	\$345	\$315	\$306	\$582	\$425	\$357	\$326	\$317	\$295	\$215	\$181	\$165	\$161	\$155	\$113	\$95	\$87	\$84
Orleans News	Thurs	Tab	48,813	\$354	\$336	\$318	\$301	\$283	\$266	\$253	\$240	\$226	\$213	\$222	\$211	\$200	\$189	\$177	\$140	\$133	\$125	\$118	\$112	\$73	\$69	\$66	\$62	\$58
Oshawa/Whitby This Week	Wed	Tab	81,519	\$1,613	\$1,400	\$1,212	\$1,143	\$1,016	\$1,270	\$1,104	\$955	\$900	\$800	\$1,317	\$1,143	\$989	\$933	\$829	\$667	\$579	\$501	\$472	\$420	\$350	\$304	\$263	\$248	\$220
Osh./Whit./Clarington This Week	Thurs	Tab	107,250	\$1,855	\$1,754	\$1,459	\$1,416	\$1,266	\$1,461	\$1,382	\$1,149	\$1,115	\$998	\$1,515	\$1,432	\$1,190	\$1,156	\$1,033	\$767	\$725	\$603	\$585	\$523	\$403	\$380	\$316	\$307	\$274
Osh./Whit. This Week/Clarington This Week/Pt.Perry Star*	Thurs	Tab	119,250	\$1,971	\$1,871	\$1,574	\$1,532	\$1,382	\$1,551	\$1,473	\$1,239	\$1,207	\$1,088	\$1,609	\$1,527	\$1,285	\$1,251	\$1,128	\$815	\$773	\$651	\$633	\$571	\$427	\$406	\$342	\$333	\$300
Ottawa East News	Thurs	Tab	29,011	\$354	\$336	\$318	\$301	\$283	\$266	\$253	\$240	\$226	\$213	\$222	\$211	\$200	\$189	\$177	\$140	\$133	\$125	\$118	\$112	\$73	\$69	\$66	\$62	\$58
Ottawa South News	Thurs	Tab	41,157	\$354	\$336	\$318	\$301	\$283	\$266	\$253	\$240	\$226	\$213	\$222	\$211	\$200	\$189	\$177	\$140	\$133	\$125	\$118	\$112	\$73	\$69	\$66	\$62	\$58
Ottawa West News	Thurs	Tab	35,902	\$354	\$336	\$318	\$301	\$283	\$266	\$253	\$240	\$226	\$213	\$222	\$211	\$200	\$189	\$177	\$140	\$133	\$125	\$118	\$112	\$73	\$69	\$66	\$62	\$58
Parkdale-Liberty Villager	Thurs	Tab	25,500	\$527	\$523	\$499	\$491	\$487	\$415	\$412	\$393	\$386	\$383	\$431	\$427	\$407	\$401	\$398	\$217	\$216	\$207	\$203	\$202	\$114	\$113	\$108	\$107	\$106
Parry Sound North Star	Wed	B/S	3,500	\$568	\$487	\$440	\$417	\$406	\$447	\$383	\$347	\$329	\$319	\$464	\$397	\$359	\$341	\$331	\$235	\$201	\$182	\$172	\$168	\$123	\$106	\$96	\$91	\$88
Parry Sound Beacon Star	Fri	Tab	8,500	\$599	\$521	\$502	\$498	\$494	\$476	\$410	\$395	\$392	\$389	\$489	\$425	\$410	\$407	\$403	\$247	\$215	\$207	\$206	\$204	\$132	\$113	\$109	\$108	\$107
Perth Courier	Thurs	Tab	12,451	\$132	\$124	\$118	\$111	\$105	\$99	\$94	\$89	\$84	\$79	\$105	\$100	\$94	\$89	\$84	\$52	\$49	\$47	\$44	\$42	\$28	\$26	\$24	\$23	\$21
Peterborough This Week	Wed	Tab	45,828	\$970	\$773	\$634	\$562	\$547	\$764	\$609	\$499	\$443	\$431	\$792	\$631	\$517	\$459	\$447	\$401	\$320	\$262	\$232	\$226	\$210	\$168	\$138	\$122	\$119
	Fri	Tab	45,328	\$970	\$773	\$634	\$562	\$547	\$764	\$609	\$499	\$443	\$431	\$792	\$631	\$517	\$459	\$447	\$401	\$320	\$262	\$232	\$226	\$210	\$168	\$138	\$122	\$119
Picton Gazette	Thurs	Tab (6 x 212)	9,637	\$134	\$126	\$120	\$113	\$107	\$100	\$95	\$91	\$86	\$81	\$125	\$119	\$113	\$107	\$101	\$53	\$50	\$47	\$45	\$42	\$28	\$27	\$24	\$23	\$22
Port Perry Star	Thurs	Tab	12,000	\$460	\$441	\$400	\$343	\$328	\$362	\$348	\$315	\$270	\$258	\$376	\$360	\$326	\$280	\$268	\$190	\$183	\$165	\$142	\$136	\$100	\$96	\$87	\$75	\$71
Quinte West News	Thurs	Tab	16,057	\$302	\$200	\$178	\$149	\$135	\$238	\$158	\$140	\$117	\$106	\$247	\$163	\$146	\$122	\$110	\$125	\$83	\$74	\$62	\$56	\$66	\$43	\$39	\$32	\$29
Renfrew Mercury	Thurs	Tab	15,298	\$189	\$180	\$170	\$161	\$151	\$149	\$142	\$134	\$126	\$119	\$174	\$165	\$157	\$148	\$139	\$79	\$74	\$70	\$66	\$62	\$41	\$39	\$37	\$35	\$33
Richmond Hill/Thornhill Liberal	Thurs	Tab	86,400	\$1,347	\$1,022	\$902	\$845	\$815	\$1,061	\$805	\$710	\$666	\$642	\$1,100	\$835	\$736	\$690	\$665	\$557	\$423	\$373	\$349	\$337	\$292	\$222	\$196	\$183	\$177
The Sachem	Thurs	Tab	21,624	\$362	\$347	\$264	\$264	\$264	\$285	\$273	\$208	\$208	\$208	\$296	\$283	\$216	\$216	\$216	\$150	\$144	\$109	\$109	\$109	\$79	\$75	\$57	\$57	\$57
Scarborough Mirror	Thurs	Tab	125,050	\$2,024	\$2,009	\$1,846	\$1,712	\$1,616	\$1,594	\$1,581	\$1,454	\$1,348	\$1,273	\$1,653	\$1,640	\$1,507	\$1,398	\$1,320	\$837	\$831	\$763	\$708	\$668	\$439	\$436	\$401	\$372	\$351
Smiths Falls Record News	Thurs	Tab	11,294	\$187	\$177	\$168	\$159	\$149	\$141	\$134	\$126	\$119	\$112	\$147	\$140	\$132	\$124	\$117	\$73	\$70	\$66	\$62	\$59	\$39	\$37	\$35	\$33	\$31
South Asian Focus	Thurs	Tab (10 x 175)	28,200	See enclosed rate card																								
St. Catharines/Niagara Falls/Grimsby- Niagara This Week	Wed	Tab: see specs	94,350	not available					\$490	\$484	\$461	\$450	\$443	\$889	\$877	\$837	\$817	\$804	\$257	\$254	\$242	\$236	\$233	\$135	\$133	\$127	\$124	\$122
St. Catharines/Thorold/Niagara Falls/Fort Erie/Welland/ Pelham&Wainfleet/Grimsby/Port Colborne - Niagara This Week	Thurs	Tab: see specs	165,666	not available					\$608	\$599	\$564	\$533	\$519	\$1,104	\$1,087	\$1,023	\$966	\$942	\$319	\$315	\$296	\$280	\$273	\$168	\$165	\$155	\$147	\$143
St. Lawrence News	Thurs	Tab	29,807	\$267	\$254	\$240	\$226	\$213	\$201	\$191	\$181	\$170	\$160	\$212	\$201	\$191	\$180	\$169	\$105	\$100	\$95	\$90	\$85	\$55	\$53	\$50	\$47	\$44
St. Marys Journal-Argus	Wed	Tab	3,400	\$212	\$208	\$195	\$186	\$182	\$167	\$163	\$153	\$147	\$143	\$173	\$169	\$159	\$152	\$149	\$88	\$86	\$81	\$77	\$75	\$46	\$45	\$42	\$40	\$40
	Thurs	Tab	6,900	\$258	\$254	\$241	\$233	\$229	\$203	\$200	\$190	\$183	\$180	\$211	\$207	\$197	\$190	\$187	\$107	\$105	\$100	\$96	\$95	\$56	\$55	\$52	\$	

Advertising Specs

Modular Sizes



ALL TABLOID SIZES ABOVE CAN BE USED IN THE BROADSHEET FORMATS



Dailies Columns

METROLAND DAILIES - HAMILTON SPECTATOR, GUELPH MERCURY AND WATERLOO REGION RECORD - BROADSHEET								
1 col.	2 col.	3 col.	4 col.	5 col.	6 col.	7 col.	8 col.	10 col.
INCHES								
14/16"	2"	3 1/32"	4 3/32"	5 3/16"	6 1/4"	7 5/16"	8 3/8"	10 1/2"
INCHES DECIMAL								
0.9625	1.967"	3.03"	4.1"	5.16"	6.23"	7.3"	8.36"	10.5"

The Hamilton Spectator and Waterloo Region Record are 10 x 307 (10.5" x 21.929") and the Guelph Mercury is 10 x 296 (10.5" x 21.4").

USING AN FTP CLIENT APPLICATION, CONNECT TO OUR FTP SERVER AND TRANSFER YOUR COMPRESSED FILE OR PDF ONTO OUR CORPORATE FTP SITE

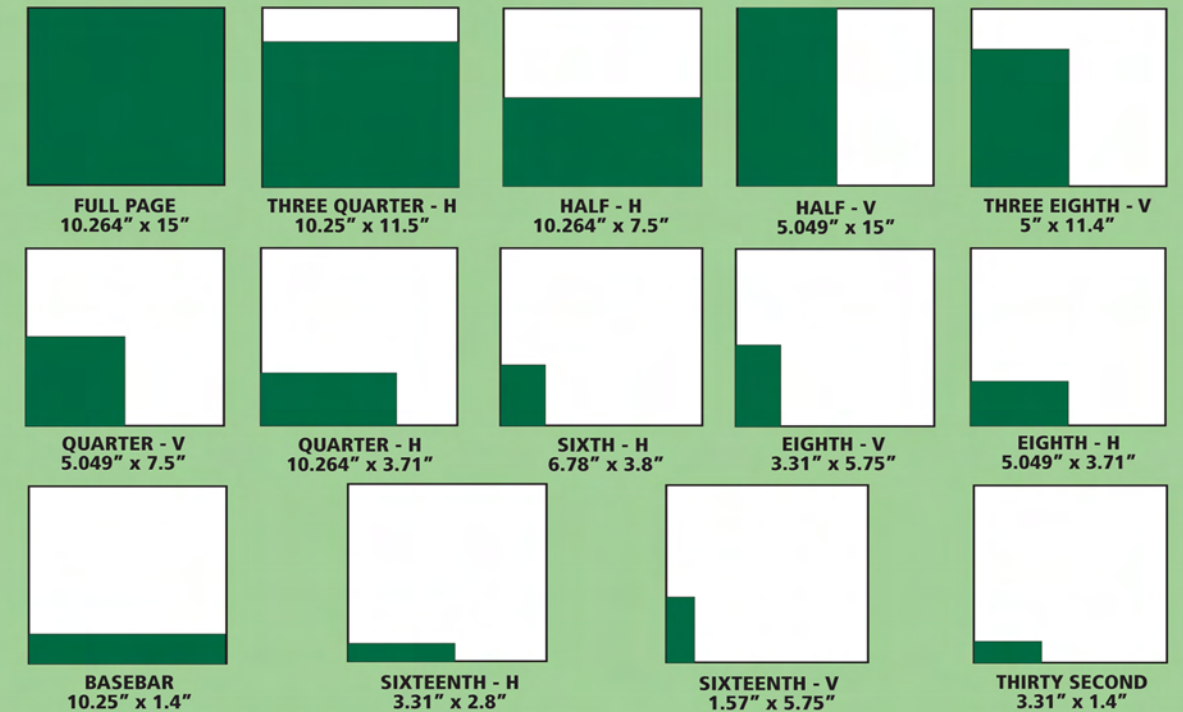
• **FTP Login Information:** FTP URL: <ftp02.metroland.com> Username: ads Password: csl

Our FTP site can be accessed using a web browser, such as Internet Explorer 7.0 or higher. To do so, enter the following into the URL Address: <ftp://ads@ftp02.metroland.com>
The browser will prompt you for the password and should open up a Finder or Windows Explorer window (Mac OS and Windows respectively).

E-mail • Ads smaller than 3 Mb can be sent via e-mail to your sales representative or to ads@metroland.com • Ad material on CD-ROM or DVD are also accepted.

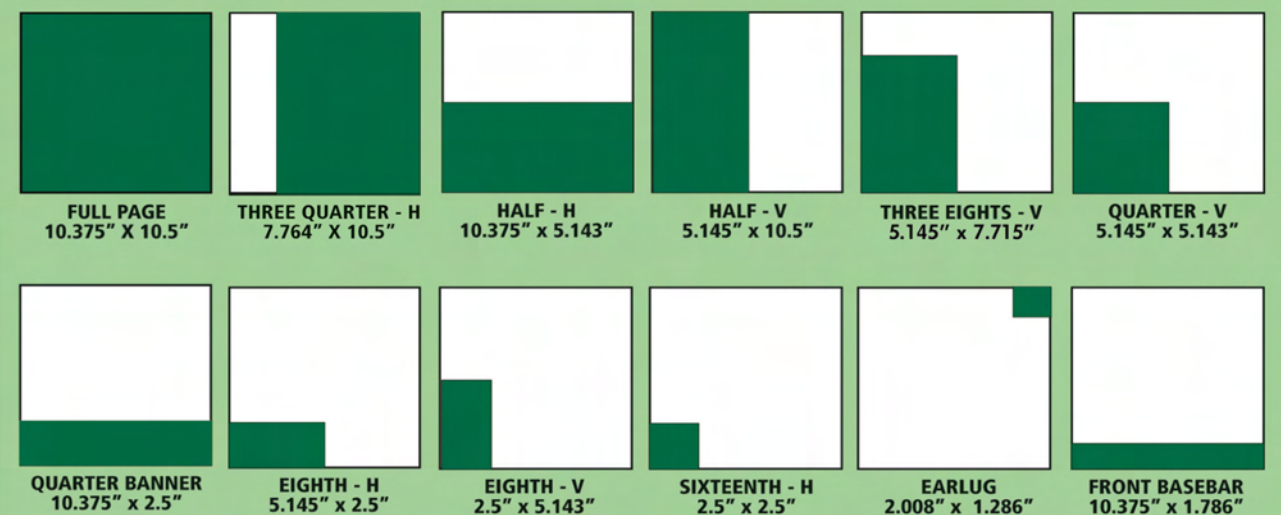
Modular Sizes - Napanee and Picton

TABLOID



Modular Sizes - Niagara

TABLOID



Eastern Ontario Region Colour Charges

* Rates are net

	SPOT	PROCESS
▪ Eastern Ontario Region – 15 Ottawa markets	\$1,800	\$6,000
▪ Eastern Ontario Region – 9 Seaway markets	\$1,100	\$5,200
▪ Eastern Ontario Region – Ottawa + Seaway	\$2,880	\$9,600

Specifications and Information

Deadlines

Space reservations: 4-6 days preceding* Material: 5 days preceding*

- Deadlines vary by market

Colour Rates

Colour--\$985 per paper

Multi-market rates-on request

Notes:

Colour non-commissionable

Terms of Payment

- Accounts due when rendered. Accounts will be considered past due 30 days after billing. Interest will be charged on overdue accounts.
- Retail rates are non-commissionable. Commissionable rates upon request.

Copyright

Advertiser acknowledges the Newspaper owns the copyright and all other intellectual property rights for materials prepared by the Newspaper for the Advertiser.

Errors and Omissions

- Liability of Publisher for non-insertion is limited to the amount paid for the advertisement. Liability of Publisher for errors by the Publisher is limited to cost of space occupied by the error.
- Liability of Publisher for damage arising out of incorrect delivery or non-delivery of any flyer is limited to the amount paid to the Publisher for distribution of such flyer.
- Claims for errors in advertisements or flyer deliveries must be made prior to next publication date.
- Positioning of advertisements or flex form formats are not guaranteed unless a premium is paid. The printing of key numbers is not guaranteed.
- Publisher reserves the right to revise, reject, discontinue or omit any advertisement, or to cancel any advertising contract, for reasons satisfactory to the Publisher without notice and without penalty to either party.
- The advertiser agrees to indemnify the Publisher for any losses or costs incurred by the Publisher as a result of publishing any advertisement which is libelous or misleading or otherwise subjects the Publisher to liability. This indemnity shall apply to all advertisements published, even if produced by the Publisher on behalf of the advertiser.
- The Publisher will not knowingly publish any advertisement which is illegal, infringing, misleading or offensive to its readers.

General

- All advertising subject to approval. Rates are subject to change without notice.
- The publisher reserves the right or option to insert the word "advertisement" above or below any copy.
- All materials produced by the newspaper remain the property of the publisher. The publisher will not be responsible for material supplied by the customer unless return delivery instructions are received within 21 days after use.

Inserting & Distribution Rates (Net)

- (a) **In Paper** Pre-printed inserts
up to 24 tabloid pages\$60 per M
over 24 tabloid pages on request
- (b) **Distribution by F.S.A.** Metroland offers distribution any day of the week by
F.S.A. (Forward Sortation Area). For pieces up to 2 oz. (57 grams) in weight:
Publishing Days\$60 per M
Apartment Bag Inserts\$60 per M
Other days on request

Prices on request for pieces over 2 oz. (57 grams) in weight.

Distribution Volume Rates

- 1) Volume rates available on request
- 2) Prices F.O.B. Metroland distribution centres
- 3) Shipping instructions on request
- 4) Insert received after 4 working days prior to publication date subject to \$10 per M premium
- 5) Net inserting and distribution rates are non-commissionable.
- 6) Flyers not meeting Metroland counting, bundling and shipping requirements subject to a premium

The rate for inserting and distribution of flyers in the following newspapers is \$57 per thousand net: (no volume discounts are available)

- New Hamburg Independent

The rate for inserting and distribution of flyers in the following newspapers is \$75 per thousand net: (no volume discounts are available)

- Arthur Enterprise News	-Fergus-Elora News Express	- St. Mary's Journal Argus
- Beaverton Brock Citizen	- Independent Plus	- Stayner Sun
- Elmira Independent	- Listowel Banner	- Walkerton Herald-Times
- Exeter Times-Advocate	- Meaford Express	- Wingham Advance-Times
	- Minto Express	
	- Mount Forest Confederate	

The rate for inserting and distribution of flyers in the following newspapers is \$85 per thousand net: (no volume discounts are available)

- Almaguin News	- Gravenhurst Banner	- Parry Sound Beacon Star
- Huntsville Forester	- Muskoka District Weekender	- The Muskokan
- Bracebridge Examiner		

Charitable rate: 13 times
***Must be a registered charity to be eligible for these rates.**

DIGITAL AD TRANSMISSION SPECIFICATIONS

On Request

Metroland Digital Rate Card 2014

Community Network: Impressions --- Standard Targeting

Ad Unit	Impressions	Execution	Rate
Leaderboard, Big Box,	10,000 to 249,999	RON/ROS, IP Targeting	\$15 CPM
Double Skyscraper, Mini	250,000 to 999,999	RON/ROS, IP Targeting	\$12 CPM
Banner, Mobile	1,000,000+	RON/ROS, IP Targeting	\$10 CPM
Pushdown	Rotational	Homepage	\$40 CPM
Native Ads OR Video Overlay	10,000 to 249,999	RON/ROS, IP Targeting	\$25 CPM
	250,000 to 999,999	RON/ROS, IP Targeting	\$22 CPM
	1,000,000+	RON/ROS, IP Targeting	\$20 CPM

Also Available: TAKEOVERS, WALLPAPER, RON, ROS & IP TARGETING

Community Network: Impressions --- Special Targeting

Special Execution	Website	Options	Ad Units	Premium
	Any Metroland Section	Home, News, Business, Sports, What's On, Community, Living, IP, Other	Leaderboard, Big Box, Double Skyscraper, Mini Banner	
	RON --- User Segment (US)	News Junkies, People & Pets, Event Goers, Movers & Improvers, Bargain Hunters & Motorists		
Sections/Segments				Add \$5 CPM

Community Network: A la Carte

Product	Execution	Rate	Details
Article (Written Only)	N/A	\$100	Written & delivered to client
Article Hosting	Community Site	\$150	Cost per article, 12 months
Article Hosting	The Spec or The Record	\$250	Cost per article, 12 months
Article Written & Hosted	Community Site	\$250	Approx. 350 words, optimized for search
Article Written & Hosted	The Spec or The Record	\$350	
Responsive Website	5 page template	\$85 month	Annual Contract, Unlimited Updates
Basic 30 Sec. Video	1.5 hr single location shoot	\$1,500	Includes 1 edit and delivery

Save.ca

Ad Unit	Impressions	Execution	Rate
Big Box	10,000 to 124,000	ROS, IP Targeting	\$20 CPM
	125,000 to 999,999	ROS, IP Targeting	\$17 CPM
	1,000,000+	ROS, IP Targeting	\$15 CPM
Leaderboard	10,000 to 124,000	ROS, IP Targeting	\$15 CPM
	125,000 to 999,999	ROS, IP Targeting	\$12 CPM
	1,000,000+	ROS, IP Targeting	\$10 CPM
HPTO	TBD by client	ROS, IP Targeting	\$50 CPM

Product	Execution	Rate	Details
Flyer	National	\$0.25 CPC	Drive up to a certain number of flyer views per month (preset budget)
	Provincial		
	FSA/City	\$120/Region +\$120 /version	Deal is live for 30 days Region is \$240 Toronto
Deal	National	\$550	Deals live up to 30 days
	Provincial	\$350	
	Local	\$120 per region	Toronto Region is \$240
Coupons	Mail to Home	\$0.16 per coupon	Plus \$2500 set up fee
	Print at Home	\$0.12 per coupon	
Contesting	National or Provincial Hosted Contest	\$5000	Plus prize
Exclusive Email	National	\$30 CPM	Minimum \$2000 spend
	Provincial/ City	\$40 CPM	
	Postal Code	\$50 CPM	
Mixed Email	National or Provincial	\$10 CPM	Minimum \$2000 spend

Rate Card Effective February 3rd, 2014