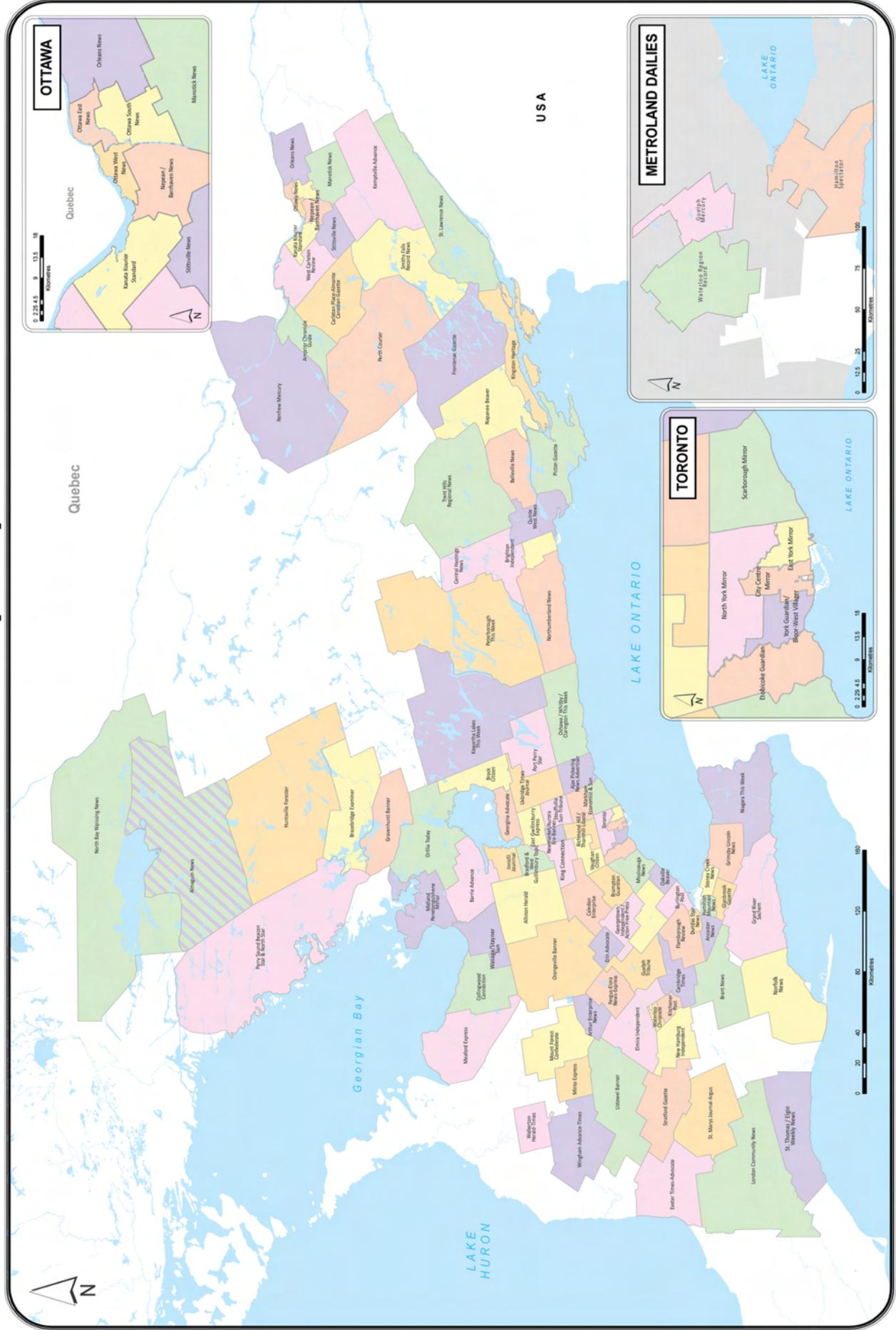


Metroland Media Group Footprint



Metroland Media, Metroland Government Solutions, Market Research and CIS Donations, 2005

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January 2015

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

| COMMUNITY NEWSPAPERS | EDITIONS | FORMAT | PRESS RUN | FULL PAGE | | | | | THREE-QUARTER PAGE | | | | | HALF PAGE | | | | | THREE-EIGHTS | | | | | QUARTER PAGE | | | | | |
|--|----------|--------|----------------|--|---------|---------|---------|---------|---|---------|---------|---------|---------|---|---------|---------|---------|---------|---|---------|---------|---------|---------|---|---------|---------|---------|---------|-------|
| | | | | Tab: 10.375" x 11.5", B/S: 10.375" x 21.5", unless otherwise noted | 4,499 | 4,782 | 4,567 | 4,194 | Tab: V - 5.145" x 8.571", B/S: V - 5.145" x 21.5", unless otherwise noted | 3,945 | 3,768 | 3,460 | 3,460 | Tab: V - 5.145" x 8.571", B/S: V - 5.145" x 16.125", unless otherwise noted | 2,997 | 2,630 | 2,512 | 2,307 | Tab: V - 5.145" x 8.571", B/S: V - 5.145" x 16.125", unless otherwise noted | 2,360 | 2,071 | 1,978 | 1,817 | Tab: V - 5.145" x 5.71", B/S: V - 5.145" x 10.75", unless otherwise noted | 1,573 | 1,381 | 1,319 | 1,211 | |
| Ajax/Pickering News Advertiser | Wed | Tab | 54,400 | \$6,840 | \$5,449 | \$4,782 | \$4,567 | \$4,194 | \$5,643 | \$4,495 | \$3,945 | \$3,768 | \$3,460 | \$3,762 | \$2,997 | \$2,630 | \$2,512 | \$2,307 | \$2,963 | \$2,360 | \$2,071 | \$1,978 | \$1,817 | \$1,975 | \$1,573 | \$1,381 | \$1,319 | \$1,211 | |
| | Thurs | Tab | 54,400 | \$6,840 | \$5,449 | \$4,782 | \$4,567 | \$4,194 | \$5,643 | \$4,495 | \$3,945 | \$3,768 | \$3,460 | \$4,010 | \$2,991 | \$2,458 | \$2,167 | \$2,118 | \$2,673 | \$1,994 | \$1,639 | \$1,445 | \$1,412 | \$2,963 | \$2,360 | \$2,071 | \$1,978 | \$1,817 | |
| Alliston Herald | Thurs | Tab | 22,500 | \$4,861 | \$3,626 | \$2,979 | \$2,626 | \$2,568 | \$4,010 | \$2,991 | \$2,458 | \$2,167 | \$2,118 | \$1,747 | \$1,572 | \$1,485 | \$1,397 | \$1,310 | \$1,164 | \$1,048 | \$990 | \$932 | \$873 | \$2,105 | \$1,571 | \$1,290 | \$1,138 | \$1,112 | |
| Almaguin News | Thurs | B/S | 3,500 | \$2,117 | \$1,906 | \$1,800 | \$1,694 | \$1,588 | \$2,118 | \$1,843 | \$1,326 | \$1,051 | \$1,051 | \$1,256 | \$1,234 | \$1,607 | \$1,274 | \$1,274 | \$1,412 | \$1,229 | \$884 | \$701 | \$701 | \$1,112 | \$982 | \$779 | \$734 | \$688 | |
| Ancaster News | Thurs | Tab | 13,177 | \$1,209 | \$1,148 | \$1,087 | \$1,027 | \$967 | \$997 | \$947 | \$898 | \$848 | \$798 | \$1,298 | \$1,276 | \$1,188 | \$1,144 | \$1,122 | \$1,071 | \$1,053 | \$980 | \$944 | \$926 | \$1,404 | \$1,047 | \$860 | \$758 | \$741 | |
| Arnprior Chronicle Guide | Thurs | Tab | 7,747 | \$1,209 | \$1,148 | \$1,087 | \$1,027 | \$967 | \$997 | \$947 | \$898 | \$848 | \$798 | \$1,298 | \$1,276 | \$1,188 | \$1,144 | \$1,122 | \$1,071 | \$1,053 | \$980 | \$944 | \$926 | \$1,404 | \$1,047 | \$860 | \$758 | \$741 | |
| Arthur Enterprise News | Wed | Tab | 900 | \$1,298 | \$1,276 | \$1,188 | \$1,144 | \$1,122 | \$5,378 | \$4,841 | \$4,357 | \$3,907 | \$3,550 | \$1,747 | \$1,572 | \$1,485 | \$1,397 | \$1,310 | \$1,274 | \$1,155 | \$917 | \$844 | \$771 | \$1,112 | \$968 | \$696 | \$552 | \$552 | |
| Barrie Advance/Innisfil Journal (zoning available) | Thurs | Tab | 63,800 | \$6,940 | \$6,246 | \$5,621 | \$5,041 | \$4,580 | \$1,724 | \$1,155 | \$917 | \$844 | \$771 | \$2,090 | \$1,401 | \$1,112 | \$1,023 | \$934 | \$1,724 | \$1,155 | \$917 | \$844 | \$771 | \$1,112 | \$968 | \$696 | \$552 | \$552 | |
| Belleville News | Thurs | Tab | 23,715 | \$2,090 | \$1,401 | \$1,112 | \$1,023 | \$934 | \$3,316 | \$3,237 | \$3,096 | \$2,936 | \$2,897 | \$4,020 | \$3,922 | \$3,753 | \$3,559 | \$3,511 | \$2,523 | \$2,271 | \$2,145 | \$2,018 | \$1,892 | \$1,724 | \$1,155 | \$917 | \$844 | \$771 | |
| Bloor West Villager | Thurs | Tab | 34,750 | \$4,020 | \$3,922 | \$3,753 | \$3,559 | \$3,511 | \$1,714 | \$1,633 | \$1,504 | \$1,374 | \$1,294 | \$3,058 | \$2,752 | \$2,600 | \$2,447 | \$2,294 | \$1,714 | \$1,633 | \$1,504 | \$1,374 | \$1,294 | \$1,724 | \$1,155 | \$917 | \$844 | \$771 | |
| Bracebridge Examiner | Thurs | Tab | 8,849 | \$3,058 | \$2,752 | \$2,600 | \$2,447 | \$2,294 | \$1,714 | \$1,633 | \$1,504 | \$1,374 | \$1,294 | \$2,078 | \$1,980 | \$1,823 | \$1,666 | \$1,568 | \$2,523 | \$2,271 | \$2,145 | \$2,018 | \$1,892 | \$1,724 | \$1,155 | \$917 | \$844 | \$771 | |
| Bradford West Gwillimbury Topic | Thurs | Tab | 10,700 | \$2,078 | \$1,980 | \$1,823 | \$1,666 | \$1,568 | \$1,714 | \$1,633 | \$1,504 | \$1,374 | \$1,294 | \$8,100 | \$7,492 | \$6,980 | \$5,822 | \$5,434 | \$6,081 | \$5,693 | \$5,240 | \$4,399 | \$4,108 | \$1,724 | \$1,155 | \$917 | \$844 | \$771 | |
| Brampton Guardian | Wed | Tab | 118,000 | \$8,100 | \$7,492 | \$6,980 | \$5,822 | \$5,434 | \$1,714 | \$1,633 | \$1,504 | \$1,374 | \$1,294 | \$8,100 | \$7,492 | \$6,980 | \$5,822 | \$5,434 | \$6,081 | \$5,693 | \$5,240 | \$4,399 | \$4,108 | \$1,724 | \$1,155 | \$917 | \$844 | \$771 | |
| Brampton Guardian | Thurs | Tab | 130,000 | \$8,100 | \$7,492 | \$6,980 | \$5,822 | \$5,434 | \$1,714 | \$1,633 | \$1,504 | \$1,374 | \$1,294 | \$8,100 | \$7,492 | \$6,980 | \$5,822 | \$5,434 | \$6,081 | \$5,693 | \$5,240 | \$4,399 | \$4,108 | \$1,724 | \$1,155 | \$917 | \$844 | \$771 | |
| Brampton Guardian | Fri | Tab | 118,000 | \$8,100 | \$7,492 | \$6,980 | \$5,822 | \$5,434 | \$1,714 | \$1,633 | \$1,504 | \$1,374 | \$1,294 | \$2,638 | \$2,233 | \$2,131 | \$2,071 | \$2,028 | \$1,978 | \$1,719 | \$1,634 | \$1,588 | \$1,529 | \$1,724 | \$1,155 | \$917 | \$844 | \$771 | |
| Brant News | Thurs | Tab | 49,003 | \$2,638 | \$2,233 | \$2,131 | \$2,071 | \$2,028 | \$734 | \$569 | \$459 | \$403 | \$367 | \$889 | \$689 | \$556 | \$489 | \$445 | \$734 | \$569 | \$459 | \$403 | \$367 | \$1,724 | \$1,155 | \$917 | \$844 | \$771 | |
| Brighton Independent | Thurs | Tab | 7,251 | \$889 | \$689 | \$556 | \$489 | \$445 | \$734 | \$569 | \$459 | \$403 | \$367 | \$2,391 | \$2,117 | \$1,744 | \$1,568 | \$1,490 | \$1,973 | \$1,746 | \$1,439 | \$1,294 | \$1,229 | \$1,724 | \$1,155 | \$917 | \$844 | \$771 | |
| Brock Citizen | Thurs | Tab | 5,639 | \$2,391 | \$2,117 | \$1,744 | \$1,568 | \$1,490 | \$1,973 | \$1,746 | \$1,439 | \$1,294 | \$1,229 | \$2,755 | \$2,329 | \$1,844 | \$1,798 | \$1,753 | \$2,302 | \$1,921 | \$1,522 | \$1,484 | \$1,446 | \$1,534 | \$1,281 | \$1,014 | \$900 | \$758 | \$688 |
| Burlington Post | Thurs | Tab | 61,000 | \$7,820 | \$6,840 | \$4,998 | \$4,567 | \$4,332 | \$6,452 | \$5,643 | \$4,123 | \$3,768 | \$3,574 | \$7,820 | \$6,840 | \$4,998 | \$4,567 | \$4,332 | \$6,452 | \$5,643 | \$4,123 | \$3,768 | \$3,574 | \$1,724 | \$1,155 | \$917 | \$844 | \$771 | |
| Burlington Post/Flamborough Review* | Thurs | Tab | 75,750 | \$9,192 | \$8,193 | \$6,154 | \$5,508 | \$5,272 | \$7,584 | \$6,759 | \$5,077 | \$4,544 | \$4,350 | \$2,755 | \$2,329 | \$1,844 | \$1,798 | \$1,753 | \$7,584 | \$6,759 | \$5,077 | \$4,544 | \$4,350 | \$1,724 | \$1,155 | \$917 | \$844 | \$771 | |
| Caledon Enterprise | Tues | Tab | 10,562 | \$2,764 | \$2,626 | \$2,313 | \$2,078 | \$1,960 | \$2,280 | \$2,167 | \$1,908 | \$1,714 | \$1,617 | \$2,847 | \$2,705 | \$2,382 | \$2,140 | \$2,019 | \$2,348 | \$2,232 | \$1,965 | \$1,765 | \$1,666 | \$1,724 | \$1,155 | \$917 | \$844 | \$771 | |
| | Thurs | Tab | 19,176 | \$2,847 | \$2,705 | \$2,382 | \$2,140 | \$2,019 | \$2,348 | \$2,232 | \$1,965 | \$1,765 | \$1,666 | \$2,755 | \$2,329 | \$1,844 | \$1,798 | \$1,753 | \$2,302 | \$1,921 | \$1,522 | \$1,484 | \$1,446 | \$1,534 | \$1,281 | \$1,014 | \$900 | \$758 | \$688 |

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

| COMMUNITY NEWSPAPERS | EDITIONS | FORMAT | PRESS RUN | SIXTH PAGE Tab: 5.145" x 3.714", B/S: 5.145" x 1.17", 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 | | | | | | |
|--|----------|--------|----------------|---|---------|----------|----------|----------|---|---------|----------|----------|----------|---|---------|----------|----------|----------|---|---------|----------|----------|----------|--|---------|----------|----------|----------|-------|-------|
| | | | | 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 | \$1,317 | \$1,049 | \$921 | \$879 | \$807 | \$1,037 | \$826 | \$725 | \$692 | \$636 | \$1,075 | \$856 | \$752 | \$718 | \$659 | \$544 | \$434 | \$381 | \$363 | \$334 | \$286 | \$228 | \$200 | \$191 | \$175 | | |
| | Thurs | Tab | 54,400 | \$1,317 | \$1,049 | \$921 | \$879 | \$807 | \$1,037 | \$826 | \$725 | \$692 | \$636 | \$1,075 | \$856 | \$752 | \$718 | \$659 | \$544 | \$434 | \$381 | \$363 | \$334 | \$286 | \$228 | \$200 | \$191 | \$175 | | |
| Alliston Herald | Thurs | Tab | 22,500 | \$936 | \$698 | \$573 | \$506 | \$494 | \$737 | \$550 | \$452 | \$398 | \$389 | \$764 | \$570 | \$468 | \$413 | \$403 | \$387 | \$289 | \$237 | \$209 | \$204 | \$203 | \$152 | \$124 | \$110 | \$107 | \$107 | |
| Almaguin News | Thurs | B/S | 3,500 | \$408 | \$367 | \$346 | \$326 | \$306 | \$321 | \$289 | \$273 | \$257 | \$241 | \$389 | \$339 | \$244 | \$193 | \$193 | \$169 | \$152 | \$143 | \$135 | \$126 | \$88 | \$80 | \$75 | \$71 | \$66 | | |
| Ancaster News | Thurs | Tab | 13,177 | \$494 | \$430 | \$309 | \$245 | \$245 | \$197 | \$193 | \$180 | \$173 | \$170 | \$403 | \$351 | \$253 | \$200 | \$200 | \$204 | \$178 | \$128 | \$101 | \$101 | \$107 | \$93 | \$67 | \$53 | \$53 | \$53 | |
| Arnprior Chronicle Guide | Thurs | Tab | 7,747 | \$207 | \$196 | \$186 | \$175 | \$165 | \$161 | \$153 | \$145 | \$137 | \$130 | \$190 | \$181 | \$171 | \$161 | \$152 | \$85 | \$81 | \$77 | \$72 | \$67 | \$45 | \$42 | \$40 | \$38 | \$36 | | |
| Arthur Enterprise News | Wed | Tab | 900 | \$250 | \$246 | \$229 | \$220 | \$216 | \$197 | \$193 | \$180 | \$173 | \$170 | \$204 | \$201 | \$187 | \$180 | \$176 | \$103 | \$102 | \$95 | \$91 | \$89 | \$54 | \$53 | \$50 | \$48 | \$47 | | |
| Barrie Advance/Innisfil Journal (zoning available) | Thurs | Tab | 63,800 | \$1,574 | \$1,417 | \$1,275 | \$1,144 | \$1,039 | \$1,155 | \$1,039 | \$935 | \$839 | \$762 | \$1,091 | \$982 | \$883 | \$792 | \$720 | \$693 | \$623 | \$561 | \$503 | \$457 | \$520 | \$468 | \$421 | \$377 | \$343 | | |
| Belleville News | Thurs | Tab | 23,715 | \$402 | \$270 | \$214 | \$197 | \$180 | \$317 | \$212 | \$169 | \$155 | \$142 | \$328 | \$220 | \$175 | \$161 | \$147 | \$166 | \$111 | \$88 | \$81 | \$74 | \$87 | \$59 | \$46 | \$43 | \$39 | \$39 | |
| Bloor West Villager | Thurs | Tab | 34,750 | \$773 | \$755 | \$723 | \$686 | \$676 | \$609 | \$594 | \$569 | \$540 | \$532 | \$631 | \$616 | \$589 | \$560 | \$552 | \$320 | \$313 | \$299 | \$283 | \$279 | \$168 | \$164 | \$157 | \$148 | \$147 | | |
| Bracebridge Examiner | Thurs | Tab | 8,849 | \$589 | \$530 | \$500 | \$471 | \$442 | \$464 | \$417 | \$394 | \$371 | \$348 | \$481 | \$433 | \$408 | \$384 | \$360 | \$243 | \$219 | \$207 | \$195 | \$183 | \$128 | \$115 | \$109 | \$102 | \$96 | | |
| Bradford West Gwillimbury Topic | Thurs | Tab | 10,700 | \$400 | \$381 | \$351 | \$321 | \$302 | \$315 | \$300 | \$276 | \$253 | \$238 | \$326 | \$311 | \$286 | \$262 | \$246 | \$165 | \$158 | \$145 | \$133 | \$125 | \$87 | \$83 | \$76 | \$70 | \$66 | | |
| Brampton Guardian | Wed | Tab | 118,000 | \$1,359 | \$1,316 | \$1,164 | \$1,029 | \$938 | \$1,016 | \$970 | \$886 | \$776 | \$692 | \$1,273 | \$1,177 | \$1,097 | \$915 | \$854 | \$518 | \$492 | \$446 | \$401 | \$356 | \$272 | \$258 | \$234 | \$211 | \$187 | | |
| Brampton Guardian | Thurs | Tab | 130,000 | \$1,359 | \$1,316 | \$1,164 | \$1,029 | \$938 | \$1,016 | \$970 | \$886 | \$776 | \$692 | \$1,273 | \$1,177 | \$1,097 | \$915 | \$854 | \$518 | \$492 | \$446 | \$401 | \$356 | \$272 | \$258 | \$234 | \$211 | \$187 | | |
| Brampton Guardian | Fri | Tab | 118,000 | \$514 | \$487 | \$467 | \$440 | \$420 | \$325 | \$312 | \$298 | \$278 | \$264 | \$204 | \$189 | \$176 | \$162 | \$135 | \$165 | \$147 | \$135 | \$132 | \$129 | \$88 | \$76 | \$68 | \$65 | \$61 | | |
| Brighton Independent | Thurs | Tab | 7,251 | \$171 | \$133 | \$107 | \$94 | \$86 | \$135 | \$104 | \$84 | \$74 | \$67 | \$140 | \$108 | \$87 | \$77 | \$70 | \$71 | \$55 | \$44 | \$39 | \$35 | \$35 | \$37 | \$29 | \$23 | \$20 | \$19 | \$19 |
| Brock Citizen | Thurs | Tab | 5,639 | \$460 | \$407 | \$336 | \$302 | \$287 | \$362 | \$321 | \$264 | \$238 | \$226 | \$376 | \$333 | \$274 | \$246 | \$234 | \$190 | \$168 | \$139 | \$125 | \$119 | \$100 | \$88 | \$73 | \$66 | \$62 | \$62 | |
| Burlington Post | Thurs | Tab | 61,000 | \$1,505 | \$1,317 | \$962 | \$879 | \$834 | \$1,186 | \$1,037 | \$758 | \$692 | \$657 | \$1,229 | \$1,075 | \$785 | \$718 | \$681 | \$622 | \$544 | \$398 | \$363 | \$345 | \$327 | \$286 | \$209 | \$191 | \$181 | \$181 | |
| Burlington Post/Flamborough Review* | Thurs | Tab | 75,750 | \$1,770 | \$1,577 | \$1,185 | \$1,060 | \$1,015 | \$1,394 | \$1,242 | \$933 | \$835 | \$799 | \$1,445 | \$1,287 | \$967 | \$865 | \$829 | \$732 | \$652 | \$490 | \$438 | \$420 | \$384 | \$342 | \$257 | \$230 | \$220 | \$200 | \$181 |
| Caledon Enterprise | Tues | Tab | 10,562 | \$532 | \$506 | \$445 | \$400 | \$377 | \$419 | \$398 | \$351 | \$315 | \$297 | \$434 | \$413 | \$363 | \$326 | \$308 | \$447 | \$425 | \$374 | \$336 | \$317 | \$220 | \$209 | \$184 | \$165 | \$156 | | |
| | Thurs | Tab | 19,176 | \$548 | \$521 | \$458 | \$412 | \$388 | \$432 | \$410 | \$362 | \$324 | \$306 | \$422 | \$396 | \$351 | \$315 | \$297 | \$422 | \$186 | \$147 | \$144 | \$140 | \$116 | \$98 | \$78 | \$75 | \$73 | \$73 | |
| Cambridge Times | Tues/Fri | Tab | 43,514 | \$538 | \$448 | \$355 | \$347 | \$338 | \$423 | \$353 | \$280 | \$273 | \$266 | \$465 | \$388 | \$308 | \$300 | \$293 | \$482 | \$402 | \$319 | \$311 | \$302 | \$129 | \$112 | \$86 | \$84 | \$80 | \$129 | |
| Carleton Place-Almonte Canadian Gazette | Thurs | Tab | 11,629 | \$196 | \$187 | \$176 | \$166 | \$157 | \$148 | \$140 | \$133 | \$125 | \$118 | \$994 | \$957 | \$903 | \$866 | \$855 | \$1,031 | \$993 | \$936 | \$898 | \$887 | \$523 | \$503 | \$474 | \$455 | \$448 | \$274 | |
| Central Hastings News | Thurs | Tab | 11,637 | \$308 | \$227 | \$164 | \$154 | \$137 | \$243 | \$179 | \$129 | \$121 | \$108 | \$994 | \$957 | \$903 | \$866 | \$855 | \$704 | \$672 | \$553 | \$456 | \$440 | \$356 | \$341 | \$281 | \$231 | \$222 | \$187 | |
| City Centre Mirror (includes Annex) | Thurs | Tab | 51,000 | \$1,263 | \$1,217 | \$1,146 | \$1,099 | \$1,086 | \$994 | \$957 | \$903 | \$866 | \$855 | \$704 | \$672 | \$553</ | | | | | | | | | | | | | | |

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

| COMMUNITY NEWSPAPERS | EDITIONS | FORMAT | PRESS RUN | FULL PAGE | | | | | THREE-QUARTER PAGE | | | | | HALF PAGE | | | | | THREE-EIGHTS | | | | | QUARTER PAGE | | | | | |
|---|------------------------|----------------|-----------|-----------|----------|----------|----------|----------|--------------------|---------|----------|----------|----------|-----------|---------|----------|----------|----------|--------------|---------|----------|----------|----------|--------------|---------|----------|----------|----------|---------|
| | | | | 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 | |
| Georgetown/Acton - The Independent & Free Press | Tues | Tab | 22,800 | \$3,881 | \$3,175 | \$2,901 | \$2,666 | \$2,587 | \$3,202 | \$2,620 | \$2,393 | \$2,199 | \$2,134 | \$2,134 | \$1,746 | \$1,595 | \$1,466 | \$1,423 | \$1,681 | \$1,375 | \$1,256 | \$1,155 | \$1,121 | \$1,121 | \$917 | \$838 | \$770 | \$747 | |
| Georgina Advocate | Thurs | Tab | 18,300 | \$2,901 | \$2,489 | \$1,980 | \$1,823 | \$1,725 | \$2,393 | \$2,054 | \$1,633 | \$1,504 | \$1,423 | \$2,135 | \$1,921 | \$1,815 | \$1,708 | \$1,601 | \$1,256 | \$1,078 | \$857 | \$790 | \$747 | \$838 | \$719 | \$572 | \$526 | \$498 | |
| Glanbrook Gazette | Thurs | Tab | 7,078 | \$1,176 | \$1,137 | \$882 | \$882 | \$882 | \$970 | \$938 | \$728 | \$728 | \$728 | \$2,588 | \$2,329 | \$2,200 | \$2,070 | \$1,941 | \$647 | \$625 | \$485 | \$485 | \$485 | \$509 | \$492 | \$382 | \$382 | \$382 | |
| Grand River Sachem | See The Sachem | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Gravenhurst Banner | Thurs | Tab | 5,500 | \$2,945 | \$2,117 | \$1,746 | \$1,553 | \$1,500 | \$2,430 | \$1,746 | \$1,441 | \$1,280 | \$1,237 | \$2,135 | \$1,921 | \$1,815 | \$1,708 | \$1,601 | \$1,423 | \$1,281 | \$1,210 | \$1,139 | \$1,067 | \$1,121 | \$1,009 | \$953 | \$897 | \$841 | \$747 |
| Grimsby Lincoln News (see Niagara This Week for Thurs) | Wed | Tab: see specs | 23,450 | \$2,790 | \$2,329 | \$1,844 | \$1,798 | \$1,753 | \$3,070 | \$2,562 | \$2,028 | \$1,978 | \$1,928 | \$2,302 | \$1,921 | \$1,522 | \$1,484 | \$1,446 | \$2,430 | \$1,746 | \$1,441 | \$1,280 | \$1,237 | \$2,430 | \$1,916 | \$816 | \$672 | \$649 | \$850 |
| Guelph Mercury (Daily) | See enclosed rate card | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Guelph Tribune | Tues | Tab | 40,632 | \$3,070 | \$2,562 | \$2,028 | \$1,978 | \$1,928 | \$2,529 | \$2,111 | \$1,674 | \$1,633 | \$1,590 | \$2,790 | \$2,329 | \$1,844 | \$1,798 | \$1,753 | \$2,302 | \$1,921 | \$1,522 | \$1,484 | \$1,446 | \$2,328 | \$1,638 | \$1,197 | \$1,010 | \$1,010 | \$3,373 |
| Haldimand Sachem | See The Sachem | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Hamilton Community News - All 4 Papers (Ancaster, Dundas, Hamilton Mountain, Stoney Creek)* | Thurs | Tab | 110,568 | \$11,682 | \$10,310 | \$7,448 | \$6,154 | \$6,154 | \$3,493 | \$3,121 | \$2,280 | \$1,924 | \$1,924 | \$9,637 | \$8,505 | \$6,145 | \$5,077 | \$5,077 | \$6,425 | \$5,670 | \$4,096 | \$3,385 | \$3,385 | \$1,834 | \$1,638 | \$1,197 | \$1,010 | \$1,010 | \$1,222 |
| Hamilton Mountain | Thurs | Tab | 50,754 | \$4,234 | \$3,783 | \$2,764 | \$2,332 | \$2,332 | \$2,620 | \$2,358 | \$2,227 | \$2,096 | \$1,965 | \$4,234 | \$3,783 | \$2,764 | \$2,332 | \$2,332 | \$1,747 | \$1,572 | \$1,485 | \$1,397 | \$1,310 | \$1,143 | \$1,089 | \$1,003 | \$916 | \$862 | \$900 |
| Hamilton Spectator (Daily) | See enclosed rate card | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Huntsville Forester | Thurs | Tab | 9,535 | \$3,176 | \$2,858 | \$2,699 | \$2,541 | \$2,382 | \$1,714 | \$1,633 | \$1,504 | \$1,374 | \$1,294 | \$3,176 | \$2,858 | \$2,699 | \$2,541 | \$2,382 | \$1,714 | \$1,633 | \$1,504 | \$1,374 | \$1,294 | \$1,515 | \$1,439 | \$1,364 | \$1,287 | \$1,212 | \$926 |
| Innisfil Journal | Thurs | Tab | 11,000 | \$2,078 | \$1,980 | \$1,823 | \$1,666 | \$1,568 | \$1,836 | \$1,744 | \$1,652 | \$1,561 | \$1,469 | \$2,078 | \$1,980 | \$1,823 | \$1,666 | \$1,568 | \$1,714 | \$1,633 | \$1,504 | \$1,374 | \$1,294 | \$1,515 | \$1,439 | \$1,364 | \$1,287 | \$1,212 | \$796 |
| Kanata Courier Standard | Thurs | Tab | 27,408 | \$4,312 | \$3,646 | \$3,038 | \$2,724 | \$2,587 | \$3,557 | \$3,008 | \$2,506 | \$2,248 | \$2,134 | \$4,312 | \$3,646 | \$3,038 | \$2,724 | \$2,587 | \$2,372 | \$2,005 | \$1,671 | \$1,498 | \$1,423 | \$1,868 | \$1,579 | \$1,316 | \$1,180 | \$1,121 | \$1,245 |
| Kawartha Lakes This Week | Thurs | Tab | 29,980 | \$910 | \$865 | \$819 | \$773 | \$728 | \$751 | \$713 | \$676 | \$639 | \$601 | \$910 | \$865 | \$819 | \$773 | \$728 | \$751 | \$713 | \$676 | \$639 | \$601 | \$539 | \$489 | \$423 | \$385 | \$366 | \$267 |
| Kemptville Advance | Thurs | Tab | 10,328 | \$977 | \$888 | \$769 | \$733 | \$665 | \$769 | \$700 | \$606 | \$578 | \$523 | \$977 | \$888 | \$769 | \$733 | \$665 | \$1,321 | \$1,255 | \$1,188 | \$1,122 | \$1,057 | \$1,083 | \$1,029 | \$974 | \$920 | \$866 | \$694 |
| King Connection | Thurs | Tab | 8,300 | \$1,600 | \$1,521 | \$1,440 | \$1,361 | \$1,280 | \$3,044 | \$2,708 | \$2,071 | \$1,982 | \$1,888 | \$1,600 | \$1,521 | \$1,440 | \$1,361 | \$1,280 | \$2,029 | \$1,805 | \$1,380 | \$1,324 | \$1,258 | \$1,598 | \$1,422 | \$1,086 | \$1,041 | \$989 | \$1,065 |
| Kingston Heritage | Thurs | Tab | 45,919 | \$3,690 | \$3,282 | \$2,509 | \$2,399 | \$2,287 | \$1,234 | \$1,216 | \$1,162 | \$1,125 | \$1,107 | \$3,690 | \$3,282 | \$2,509 | \$2,399 | \$2,287 | \$823 | \$811 | \$774 | \$750 | \$738 | \$968 | \$956 | \$920 | \$895 | \$883 | \$648 |
| Kitchener (See Waterloo Regional Record - Daily) | See enclosed rate card | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Kitchener Post | Thurs | Tab | 60,000 | \$1,234 | \$1,216 | \$1,162 | \$1,125 | \$1,107 | \$1,822 | \$1,731 | \$1,640 | \$1,549 | \$1,367 | \$1,234 | \$1,216 | \$1,162 | \$1,125 | \$1,107 | \$1,822 | \$1,731 | \$1,640 | \$1,549 | \$1,367 | \$1,407 | \$1,337 | \$1,267 | \$1,196 | \$1,056 | \$940 |
| Listowel Banner | Wed | Tab | 3,900 | \$1,760 | \$1,738 | \$1,672 | \$1,628 | \$1,606 | \$2,681 | \$2,547 | \$2,413 | \$2,279 | \$2,011 | \$1,760 | \$1,738 | \$1,672 | \$1,628 | \$1,606 | \$620 | \$589 | \$558 | \$527 | \$496 | \$4,043 | \$3,568 | \$3,072 | \$2,749 | \$2,587 | \$523 |
| Listowel Independent Plus | Thurs | Tab | 24,500 | \$1,209 | \$1,148 | \$1,087 | \$1,027 | \$967 | \$997 | \$947 | \$898 | \$848 | \$798 | \$1,209 | \$1,148 | \$1,087 | \$1,027 | \$967 | \$7,350 | \$6,488 | \$5,586 | \$4,998 | \$4,704 | \$7,082 | \$6,322 | \$5,482 | \$4,932 | \$4,528 | \$4,722 |
| London Community News | Thurs | Tab | 133,000 | \$1,298 | \$1,276 | \$1,188 | \$1,144 | \$1,122 | \$1,714 | \$1,633 | \$1,504 | \$1,374 | \$1,294 | \$1,298 | \$1,276 | \$1,188 | \$1,144 | \$1,122 | \$1,714 | \$1,633 | \$1,504 | \$1,374 | \$1,294 | \$1,143 | \$1,089 | \$1,003 | \$916 | \$862 | \$900 |
| Manotick News | Thurs | Tab | 11,553 | \$1,071 | \$1,089 | \$1,035 | \$998 | \$980 | \$1,107 | \$1,089 | \$1,035 | \$998 | \$980 | \$1,071 | \$1,089 | \$1,035 | \$998 | \$980 | \$1,298 | \$1,276 | \$1,188 | \$1,144 | \$1,122 | \$1,298 | \$1,276 | \$1,188 | \$1,144 | \$1,122 | \$1,298 |
| Markham Economist & Sun | Thurs | Tab | 72,000 | \$1,298 | \$1,276 | \$1,188 | \$1,144 | \$1,122 | \$1,7 | | | | | | | | | | | | | | | | | | | | |

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G- N (Sixth, Eighth, Basebar, Sixteenth and Thirty-Second)

| COMMUNITY NEWSPAPERS | EDITIONS | FORMAT | PRESS RUN | SIXTH PAGE | | | | | EIGHTH PAGE | | | | | BASEBAR | | | | | SIXTEENTH | | | | | THIRTY SECOND PAGE | | | | | |
|---|------------------------|----------------|-----------|------------|---------|----------|----------|----------|-------------|---------|----------|----------|----------|----------|---------|----------|----------|----------|-----------|---------|----------|----------|----------|--------------------|---------|----------|----------|----------|------|
| | | | | 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 | |
| Georgetown/Acton - The Independent & Free Press | Tues | Tab | 22,800 | \$747 | \$611 | \$558 | \$513 | \$498 | \$588 | \$481 | \$440 | \$404 | \$392 | \$610 | \$499 | \$456 | \$419 | \$407 | \$309 | \$253 | \$231 | \$212 | \$206 | \$162 | \$133 | \$121 | \$111 | \$108 | |
| Georgina Advocate | Thurs | Tab | 18,300 | \$558 | \$479 | \$381 | \$351 | \$332 | \$440 | \$377 | \$300 | \$276 | \$261 | \$456 | \$391 | \$311 | \$286 | \$271 | \$231 | \$198 | \$158 | \$145 | \$137 | \$121 | \$104 | \$83 | \$76 | \$72 | |
| Glanbrook Gazette | Thurs | Tab | 7,078 | \$226 | \$219 | \$170 | \$170 | \$170 | \$178 | \$172 | \$134 | \$134 | \$134 | \$185 | \$179 | \$139 | \$139 | \$139 | \$94 | \$90 | \$70 | \$70 | \$70 | \$49 | \$47 | \$37 | \$37 | \$37 | |
| Grand River Sachem | See The Sachem | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Gravenhurst Banner | Thurs | Tab | 5,500 | \$498 | \$448 | \$423 | \$399 | \$374 | \$392 | \$353 | \$333 | \$314 | \$294 | \$407 | \$366 | \$346 | \$325 | \$305 | \$206 | \$185 | \$175 | \$165 | \$154 | \$108 | \$97 | \$92 | \$86 | \$81 | |
| Grimsby Lincoln News (see Niagara This Week for Thurs) | Wed | Tab: see specs | 23,450 | \$565 | \$406 | \$334 | \$298 | \$287 | \$489 | \$351 | \$289 | \$258 | \$249 | \$850 | \$610 | \$503 | \$448 | \$433 | \$281 | \$202 | \$167 | \$148 | \$144 | \$161 | \$116 | \$95 | \$85 | \$82 | |
| Guelph Mercury (Daily) | See enclosed rate card | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Guelph Tribune | Tues | Tab | 40,632 | \$538 | \$448 | \$355 | \$347 | \$338 | \$423 | \$353 | \$280 | \$273 | \$266 | \$439 | \$366 | \$289 | \$282 | \$275 | \$222 | \$186 | \$147 | \$144 | \$140 | \$116 | \$98 | \$78 | \$75 | \$73 | |
| | Thurs | Tab | 45,507 | \$594 | \$493 | \$391 | \$382 | \$372 | \$465 | \$388 | \$308 | \$300 | \$293 | \$482 | \$402 | \$319 | \$311 | \$302 | \$247 | \$205 | \$162 | \$158 | \$154 | \$129 | \$112 | \$86 | \$84 | \$80 | |
| Haldimand Sachem | See The Sachem | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Hamilton Community News - All 4 Papers (Ancaster, Dundas, Hamilton Mountain, Stoney Creek)* | Thurs | Tab | 110,568 | \$2,249 | \$1,985 | \$1,434 | \$1,185 | \$1,185 | \$1,771 | \$1,563 | \$1,129 | \$933 | \$933 | \$1,836 | \$1,620 | \$1,170 | \$967 | \$967 | \$930 | \$821 | \$593 | \$490 | \$490 | \$488 | \$431 | \$311 | \$257 | \$257 | |
| Hamilton Mountain | Thurs | Tab | 50,754 | \$815 | \$728 | \$532 | \$449 | \$449 | \$642 | \$573 | \$419 | \$354 | \$354 | \$665 | \$594 | \$434 | \$367 | \$367 | \$337 | \$301 | \$220 | \$186 | \$186 | \$177 | \$158 | \$115 | \$97 | \$97 | |
| Hamilton Spectator (Daily) | See enclosed rate card | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Huntsville Forester | Thurs | Tab | 9,535 | \$611 | \$550 | \$520 | \$489 | \$459 | \$481 | \$433 | \$409 | \$385 | \$361 | \$499 | \$449 | \$424 | \$399 | \$374 | \$253 | \$227 | \$215 | \$202 | \$190 | \$133 | \$119 | \$113 | \$106 | \$100 | |
| Innisfil Journal | Thurs | Tab | 11,000 | \$400 | \$381 | \$351 | \$321 | \$302 | \$315 | \$300 | \$276 | \$253 | \$238 | \$326 | \$311 | \$286 | \$262 | \$246 | \$165 | \$158 | \$145 | \$133 | \$125 | \$87 | \$83 | \$76 | \$70 | \$66 | |
| Kanata Courier Standard | Thurs | Tab | 27,408 | \$314 | \$298 | \$283 | \$267 | \$251 | \$248 | \$236 | \$223 | \$211 | \$198 | \$289 | \$274 | \$260 | \$245 | \$231 | \$131 | \$123 | \$117 | \$110 | \$104 | \$68 | \$65 | \$61 | \$58 | \$55 | |
| Kawartha Lakes This Week | Thurs | Tab | 29,980 | \$830 | \$702 | \$585 | \$524 | \$498 | \$654 | \$553 | \$461 | \$413 | \$392 | \$678 | \$573 | \$477 | \$428 | \$407 | \$343 | \$290 | \$242 | \$217 | \$206 | \$180 | \$152 | \$127 | \$114 | \$108 | |
| Kemptville Advance | Thurs | Tab | 10,328 | \$181 | \$171 | \$162 | \$153 | \$145 | \$136 | \$129 | \$122 | \$115 | \$108 | \$143 | \$136 | \$129 | \$121 | \$114 | \$203 | \$186 | \$161 | \$146 | \$139 | \$86 | \$78 | \$67 | \$65 | \$59 | |
| King Connection | Thurs | Tab | 8,300 | \$207 | \$188 | \$163 | \$155 | \$141 | \$163 | \$148 | \$128 | \$122 | \$111 | \$330 | \$314 | \$298 | \$281 | \$264 | \$252 | \$239 | \$226 | \$214 | \$201 | \$173 | \$165 | \$156 | \$148 | \$139 | |
| Kingston Heritage | Thurs | Tab | 45,919 | \$440 | \$417 | \$396 | \$373 | \$352 | | | | | | | | | | | | | | | | | | | | | |
| Kitchener (See Waterloo Regional Record - Daily) | See enclosed rate card | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Kitchener Post | Thurs | Tab | 60,000 | \$709 | \$632 | \$484 | \$465 | \$440 | \$559 | \$496 | \$382 | \$380 | \$346 | \$580 | \$515 | \$393 | \$376 | \$359 | \$293 | \$261 | \$205 | \$199 | \$182 | \$154 | \$138 | \$105 | \$100 | \$95 | |
| Listowel Banner | Wed | Tab | 3,900 | \$288 | \$284 | \$271 | \$263 | \$258 | \$227 | \$223 | \$213 | \$207 | \$203 | \$235 | \$232 | \$221 | \$214 | \$211 | \$119 | \$117 | \$112 | \$109 | \$107 | \$63 | \$62 | \$59 | \$57 | \$56 | |
| Listowel Independent Plus | Thurs | Tab | 24,500 | \$339 | \$335 | \$322 | \$313 | \$309 | \$267 | \$263 | \$253 | \$247 | \$243 | \$277 | \$273 | \$263 | \$256 | \$252 | \$140 | \$138 | \$133 | \$130 | \$128 | \$74 | \$73 | \$70 | \$68 | \$67 | |
| London Community News | Thurs | Tab | 133,000 | \$493 | \$469 | \$444 | \$419 | \$370 | \$469 | \$446 | \$422 | \$399 | \$352 | \$1,412 | \$1,341 | \$1,270 | \$1,200 | \$1,059 | \$305 | \$289 | \$274 | \$259 | \$228 | \$168 | \$159 | \$151 | \$142 | \$126 | |
| Manotick News | Thurs | Tab | 11,553 | \$214 | \$204 | \$193 | \$183 | \$171 | \$163 | \$155 | \$147 | \$139 | \$131 | \$1,114 | \$983 | \$847 | \$758 | \$713 | \$1,155 | \$1,019 | \$878 | \$785 | \$739 | \$585 | \$516 | \$445 | \$398 | \$374 | |
| Markham Economist & Sun | Thurs | Tab | 72,000 | \$1,415 | \$1,249 | \$1,075 | \$962 | \$906 | \$1,205 | \$2,053 | \$1,817 | \$1,523 | \$1,053 | \$1,301 | \$1,162 | \$1,007 | \$906 | \$832 | \$1,347 | \$1,264 | \$1,117 | \$953 | \$735 | \$694 | \$618 | \$523 | \$400 | | |
| Markham Econ. & Sun/Stouffville Sun-Tribune* | Thurs | Tab | 86,500 | \$1,653 | \$1,475 | \$1,279 | \$1,151 | \$1,056 | \$315 | \$300 | \$276 | \$253 | \$238 | \$326 | \$311 | \$286 | \$262 | \$246 | \$165 | \$158 | \$145 | \$133 | \$125 | \$87 | \$83 | \$76 | \$70 | \$66 | |
| Meaford Express | Wed | Tab | 2,400 | \$400 | \$381 | \$351 | \$321 | \$302 | \$660 | \$461 | \$380 | \$354 | \$339 | \$684 | \$477 | \$394 | \$367 | \$351 | \$346 | \$242 | \$200 | \$186 | \$178 | | \$182 | \$127 | \$105 | \$97 | \$93 |
| Midland Penetanguishene Mirror | Thurs | Tab | 20,500 | \$838 | \$585 | \$483 | | | | | | | | | | | | | | | | | | | | | | | |

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

| COMMUNITY NEWSPAPERS | EDITIONS | FORMAT | PRESS RUN | FULL PAGE | | | | | THREE-QUARTER PAGE | | | | | HALF PAGE | | | | | THREE-EIGHTS | | | | | QUARTER PAGE | | | | | | | | | | | | | |
|---------------------------------|----------|--------|---------------|----------------|----------|----------|----------|----------|--------------------|----------|----------|----------|----------|-----------|----------|----------|----------|-----------|--------------|---------|----------|----------|----------|--------------|---------|----------|----------|----------|---------|---------|---------|--------|---------|---------|---------|---------|--|
| | | | | 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 | | | | | | | | | |
| Oakville Beaver | | Thurs | Tab | 52,850 | \$8,594 | \$7,530 | \$5,493 | \$5,027 | \$4,762 | \$7,090 | \$6,213 | \$4,531 | \$4,148 | \$3,929 | \$4,727 | \$4,141 | \$3,020 | \$2,765 | \$2,619 | \$3,722 | \$3,261 | \$2,379 | \$2,178 | \$2,062 | \$2,481 | \$2,174 | \$1,587 | \$1,452 | \$1,375 | | | | | | | | |
| | | Fri | Tab | 45,850 | \$7,605 | \$6,664 | \$4,861 | \$4,449 | \$4,214 | \$6,274 | \$5,498 | \$4,010 | \$3,671 | \$3,477 | \$4,183 | \$3,665 | \$2,673 | \$2,447 | \$2,318 | \$3,294 | \$2,886 | \$2,105 | \$1,927 | \$1,825 | \$2,196 | \$1,924 | \$1,404 | \$1,285 | \$1,217 | | | | | | | | |
| Orangeville Banner | | Tues | Tab | 19,490 | \$2,724 | \$2,391 | \$1,921 | \$1,823 | \$1,784 | \$2,248 | \$1,973 | \$1,585 | \$1,504 | \$1,471 | \$1,498 | \$1,315 | \$1,056 | \$1,003 | \$981 | \$1,180 | \$1,036 | \$832 | \$790 | \$773 | \$787 | \$690 | \$555 | \$526 | \$515 | | | | | | | | |
| | | Thurs | Tab | 23,500 | \$3,156 | \$2,822 | \$2,313 | \$2,176 | \$2,117 | \$2,603 | \$2,328 | \$1,908 | \$1,795 | \$1,746 | \$1,736 | \$1,552 | \$1,272 | \$1,197 | \$1,164 | \$1,367 | \$1,222 | \$1,002 | \$942 | \$917 | \$911 | \$815 | \$668 | \$628 | \$611 | | | | | | | | |
| Orillia Today | | Thurs | Tab | 23,800 | \$4,351 | \$3,175 | \$2,666 | \$2,450 | \$2,372 | \$3,590 | \$2,620 | \$2,199 | \$2,021 | \$1,957 | \$1,372 | \$1,304 | \$1,235 | \$1,167 | \$1,098 | \$1,083 | \$1,029 | \$974 | \$920 | \$866 | \$1,256 | \$917 | \$770 | \$707 | \$685 | | | | | | | | |
| Orleans News | | Thurs | Tab | 48,813 | \$1,664 | \$1,580 | \$1,497 | \$1,414 | \$1,331 | \$8,131 | \$7,059 | \$6,119 | \$5,756 | \$5,130 | \$5,421 | \$4,706 | \$4,079 | \$3,837 | \$3,420 | \$4,269 | \$3,706 | \$3,213 | \$3,022 | \$2,693 | \$2,846 | \$2,470 | \$2,142 | \$2,015 | \$1,795 | | | | | | | | |
| Oshawa/Whitby This Week | | Wed | Tab | 81,519 | \$9,856 | \$8,557 | \$7,417 | \$6,977 | \$6,218 | \$9,351 | \$8,840 | \$7,356 | \$7,142 | \$6,383 | \$6,234 | \$5,894 | \$4,904 | \$4,761 | \$4,255 | \$4,909 | \$4,641 | \$3,862 | \$3,750 | \$3,351 | \$3,273 | \$3,094 | \$2,574 | \$2,500 | \$2,234 | | | | | | | | |
| Osh./Whit./Clarington This Week | | Thurs | Tab | 107,250 | \$11,335 | \$10,716 | \$8,917 | \$8,657 | \$7,737 | \$12,035 | \$11,435 | \$9,617 | \$9,356 | \$8,436 | \$9,929 | \$9,434 | \$7,934 | \$7,719 | \$6,960 | \$6,620 | \$6,289 | \$5,289 | \$5,146 | \$4,640 | \$5,213 | \$4,953 | \$4,165 | \$4,052 | \$3,654 | | | | | | | | |
| Ottawa East News | | Thurs | Tab | 29,011 | \$1,664 | \$1,580 | \$1,497 | \$1,414 | \$1,331 | \$1,372 | \$1,304 | \$1,235 | \$1,167 | \$1,098 | \$1,083 | \$1,029 | \$974 | \$920 | \$866 | \$720 | \$684 | \$649 | \$612 | \$576 | \$561 | \$533 | \$505 | \$477 | \$449 | | | | | | | | |
| Ottawa South News | | Thurs | Tab | 41,157 | \$1,664 | \$1,580 | \$1,497 | \$1,414 | \$1,331 | \$1,372 | \$1,304 | \$1,235 | \$1,167 | \$1,098 | \$1,083 | \$1,029 | \$974 | \$920 | \$866 | \$720 | \$684 | \$649 | \$612 | \$576 | \$561 | \$533 | \$505 | \$477 | \$449 | | | | | | | | |
| Ottawa West News | | Thurs | Tab | 35,902 | \$1,664 | \$1,580 | \$1,497 | \$1,414 | \$1,331 | \$1,372 | \$1,304 | \$1,235 | \$1,167 | \$1,098 | \$1,083 | \$1,029 | \$974 | \$920 | \$866 | \$720 | \$684 | \$649 | \$612 | \$576 | \$561 | \$533 | \$505 | \$477 | \$449 | | | | | | | | |
| Parkdale-Liberty Villager | | Thurs | Tab | 25,680 | \$3,220 | \$3,196 | \$3,051 | \$3,002 | \$2,978 | \$2,657 | \$2,636 | \$2,516 | \$2,477 | \$2,457 | \$1,771 | \$1,758 | \$1,678 | \$1,652 | \$1,638 | \$1,395 | \$1,385 | \$1,322 | \$1,301 | \$1,290 | \$1,256 | \$917 | \$770 | \$707 | \$685 | | | | | | | | |
| Parry Sound North Star | | Wed | B/S | 3,500 | \$3,462 | \$2,980 | \$2,679 | \$2,559 | \$2,468 | \$2,856 | \$2,458 | \$2,210 | \$2,111 | \$2,036 | \$2,992 | \$2,620 | \$2,523 | \$2,506 | \$2,490 | \$1,904 | \$1,639 | \$1,473 | \$1,407 | \$1,358 | \$1,504 | \$1,288 | \$1,166 | \$1,105 | \$1,074 | | | | | | | | |
| Parry Sound Beacon Star | | Fri | Tab | 8,500 | \$3,595 | \$3,175 | \$3,058 | \$3,038 | \$3,018 | \$648 | \$615 | \$582 | \$550 | \$518 | \$416 | \$395 | \$374 | \$354 | \$333 | \$3,256 | \$2,598 | \$2,134 | \$1,887 | \$1,843 | \$2,564 | \$2,046 | \$1,681 | \$1,486 | \$1,452 | | | | | | | | |
| Perth Courier | | Thurs | Tab | 12,451 | \$784 | \$746 | \$706 | \$667 | \$627 | \$777 | \$737 | \$699 | \$660 | \$621 | \$483 | \$3,897 | \$3,202 | \$2,830 | \$2,765 | \$471 | \$447 | \$423 | \$400 | \$376 | \$408 | \$388 | \$367 | \$347 | \$326 | | | | | | | | |
| Peterborough This Week | | Wed | Tab | 45,828 | \$5,919 | \$4,724 | \$3,881 | \$3,430 | \$3,352 | \$4,883 | \$3,897 | \$3,202 | \$2,830 | \$2,765 | \$4,883 | \$3,897 | \$3,202 | \$2,830 | \$2,765 | \$1,552 | \$1,488 | \$1,348 | \$1,153 | \$1,100 | \$1,222 | \$1,172 | \$1,061 | \$908 | \$866 | | | | | | | | |
| | | Fri | Tab | 45,328 | \$5,919 | \$4,724 | \$3,881 | \$3,430 | \$3,352 | \$777 | \$737 | \$699 | \$660 | \$621 | \$1,075 | \$1,021 | \$967 | \$913 | \$860 | \$659 | \$626 | \$594 | \$560 | \$527 | \$799 | \$530 | \$472 | \$395 | \$356 | | | | | | | | |
| Picton Gazette | | Thurs | Tab (6 x 212) | 9,637 | \$941 | \$895 | \$848 | \$801 | \$753 | \$1,308 | \$1,242 | \$1,177 | \$1,112 | \$1,047 | \$1,308 | \$1,242 | \$1,177 | \$1,112 | \$1,047 | \$890 | \$861 | \$816 | \$770 | \$725 | \$839 | \$798 | \$756 | \$714 | \$671 | | | | | | | | |
| Port Perry Star | | Thurs | Tab | 12,000 | \$2,822 | \$2,705 | \$2,450 | \$2,097 | \$1,999 | \$2,328 | \$2,231 | \$2,021 | \$1,730 | \$1,649 | \$1,845 | \$1,223 | \$1,089 | \$911 | \$822 | \$1,522 | \$1,009 | \$899 | \$752 | \$678 | \$1,015 | \$672 | \$599 | \$501 | \$452 | | | | | | | | |
| Quinte West News | | Thurs | Tab | 16,057 | \$1,303 | \$1,237 | \$1,172 | \$1,107 | \$1,042 | \$1,075 | \$1,021 | \$967 | \$913 | \$860 | \$1,232 | \$1,172 | \$1,107 | \$1,042 | \$935 | \$916 | \$896 | \$868 | \$828 | \$855 | \$812 | \$769 | \$726 | \$683 | | | | | | | | | |
| Renfrew Mercury | | Thurs | Tab | 15,298 | \$8,232 | \$6,252 | \$5,508 | \$5,174 | \$4,978 | \$6,791 | \$5,158 | \$4,544 | \$4,269 | \$4,107 | \$2,215 | \$2,117 | \$1,607 | \$1,607 | \$1,607 | \$1,827 | \$1,746 | \$1,326 | \$1,326 | \$1,326 | \$1,218 | \$1,164 | \$884 | \$884 | \$884 | \$884 | | | | | | | |
| Richmond Hill/Thornhill Liberal | | Thurs | Tab | 86,400 | \$12,373 | \$12,275 | \$11,283 | \$10,459 | \$9,879 | \$10,207 | \$10,127 | \$9,308 | \$8,629 | \$8,149 | \$10,099 | \$1,043 | \$988 | \$933 | \$879 | \$907 | \$861 | \$816 | \$770 | \$725 | \$683 | \$680 | \$6751 | \$6,205 | \$5,753 | \$5,433 | \$5,359 | \$5,17 | \$4,887 | \$4,530 | \$4,279 | \$4,279 | |
| The Sachem | | Thurs | Tab | 21,624 | \$12,373 | \$12,275 | \$11,283 | \$10,459 | \$9,879 | \$10,207 | \$10,127 | \$9,308 | \$8,629 | \$8,149 | \$10,099 | \$1,043 | \$988 | \$933</td | | | | | | | | | | | | | | | | | | | |

Metroland Newspapers

GROSS MODULAR ADVERTISING RATES

Modular Gross Rates/Effective January 1st, 2015

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

O - Z (Sixth, Eighth, Basebar, Sixteenth and Thirty-Second)

| COMMUNITY NEWSPAPERS | EDITIONS | FORMAT | PRESS RUN | |
|--|------------------------|----------------|----------------|--|
| Oakville Beaver | Tues | Tab | 52,850 | |
| | Fri | Tab | 45,850 | |
| 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 | 25,680 | |
| 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 | 125,550 | |
| 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 | 169,300 | |
| 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 | 498,780 | |
| 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 | 13,150 | |
| 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 | 29,550 | |

* These are combo rates, but individual publication rates are also available. Please be careful not to double book.

COMMUNITY MARKETS (25 TUES. OR WED. PUBLICATIONS)

629,426

COMMUNITY MARKETS (105 THURS. OR FRI. PUBLICATIONS)

3,620,343

COMMUNITY MARKETS (1 SUN. PUBLICATION)

71,387

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

\$1,654 \$1,450 \$1,058 \$967 \$916

\$1,464 \$1,283 \$936 \$856 \$811

\$524 \$460 \$370 \$351 \$343

\$607 \$543 \$445 \$419 \$407

\$838 \$611 \$513 \$472 \$457

\$416 \$395 \$374 \$354 \$333

\$1,897 \$1,647 \$1,428 \$1,343 \$1,196

\$2,182 \$2,062 \$1,717 \$1,667 \$1,489

\$2,316 \$2,201 \$1,851 \$1,801 \$1,624

\$416 \$395 \$374 \$354 \$333

\$313 \$297 \$282 \$266 \$250

\$1,494 \$1,297 \$1,124 \$1,058 \$942

\$1,719 \$1,625 \$1,352 \$1,313 \$1,173

\$1,825 \$1,734 \$1,458 \$1,419 \$1,279

\$313 \$297 \$282 \$266 \$250

\$1,261 \$1,248 \$236 \$222 \$209

\$1,548 \$1,344 \$1,166 \$1,097 \$977

\$1,781 \$1,684 \$1,401 \$1,361 \$1,216

\$1,891 \$1,797 \$1,511 \$1,470 \$1,326

\$261 \$248 \$236 \$222 \$209

\$164 \$156 \$148 \$140 \$132

\$784 \$681 \$591 \$555 \$495

\$902 \$853 \$710 \$689 \$616

\$958 \$910 \$765 \$745 \$671

\$164 \$156 \$148 \$140 \$132

\$164 \$156 \$148 \$140 \$132

\$256 \$254 \$243 \$238 \$237

\$276 \$236 \$214 \$202 \$198

\$291 \$253 \$243 \$242 \$240

\$61 \$58 \$55 \$52 \$49

\$471 \$376 \$309 \$273 \$267

\$471 \$376 \$309 \$273 \$267

\$62 \$59 \$56 \$53 \$50

\$225 \$215 \$195 \$167 \$159

\$147 \$97 \$87 \$73 \$65

\$92 \$88 \$83 \$79 \$73

\$172 \$164 \$155 \$147 \$138

\$1,230 \$117 \$111 \$105 \$99

\$930 \$742 \$610 \$539 \$527

\$930 \$742 \$610 \$539 \$527

\$148 \$141 \$134 \$125 \$118

\$444 \$425 \$385 \$330 \$314

\$290 \$192 \$171 \$143 \$129

\$205 \$195 \$185 \$174 \$164

\$1,294 \$983 \$865 \$813 \$782

\$348 \$333 \$253 \$253 \$253

\$176 \$168 \$128 \$128 \$128

\$1,944 \$1,930 \$1,773 \$1,644 \$1,553

\$985 \$977 \$898 \$833 \$786

\$87 \$83 \$79 \$73 \$69

\$172 \$164 \$155 \$147 \$138

\$1,875 \$1,860 \$1,711 \$1,586 \$1,497

\$165 \$157 \$149 \$141 \$133

\$577 \$568 \$544 \$530 \$521

\$715 \$704 \$664 \$626 \$611

\$236 \$224 \$212 \$201 \$189

\$197 \$193 \$180 \$173 \$170

\$240 \$237 \$223 \$217 \$213

\$204 \$168 \$165 \$159 \$142

\$140 \$133 \$125 \$118 \$112

\$573 \$487 \$351 \$303 \$303

\$368 \$354 \$321 \$294 \$238

\$350 \$330 \$263 \$217 \$217

\$8,027 \$7,829 \$7,206 \$6,828 \$6,621

\$243 \$179 \$129 \$121 \$108

\$357 \$339 \$309 \$300 \$294

\$716 \$550 \$487 \$455 \$434

\$197 \$193 \$180 \$173 \$170

\$494 \$400 \$325 \$282 \$263

\$349 \$311 \$238 \$227 \$216

\$140 \$133 \$125 \$118 \$112

\$163 \$155 \$147 \$139 \$131

\$204 \$201 \$187 \$180 \$176

\$512 \$414 \$338 \$292 \$273

\$362 \$322 \$246 \$235 \$225

\$183 \$163 \$125 \$120 \$114

\$73 \$69 \$66 \$62 \$59

\$103 \$102 \$95 \$91 \$89

\$506 \$503 \$479 \$472 \$468

EIGHTH PAGE

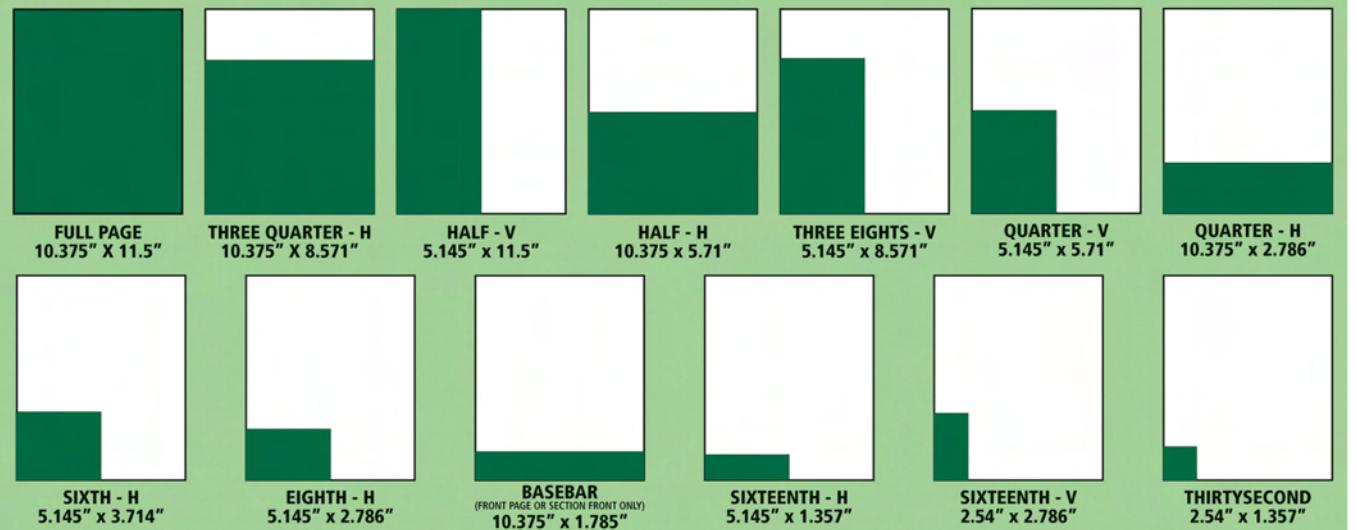
Tab: H - 5.145" x 2.786",
B/S: 5.145" x 5.285",
unless otherwise noted

ONE TIME 4 TIMES 13 TIMES 26 TIMES 52 TIMES

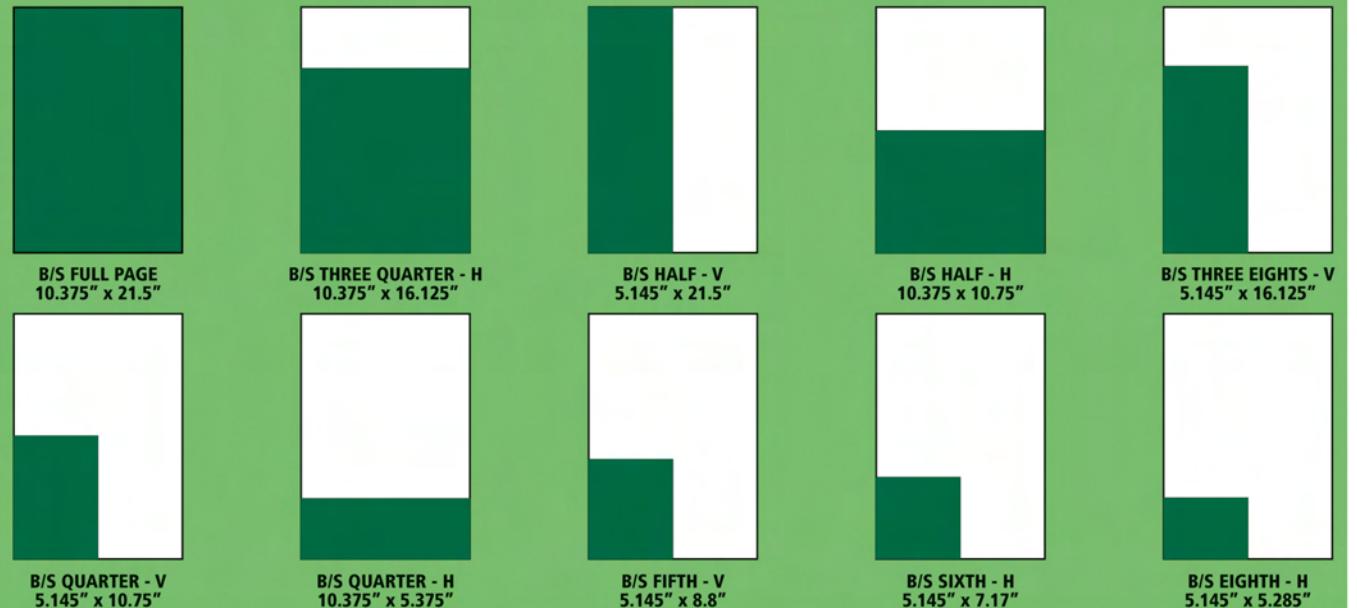
Advertising Specs

Modular Sizes

TABLOID



BROADSHEET



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" | |

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:** <ftp://ftp02.metroland.com> **Username:** ads **Password:** csi

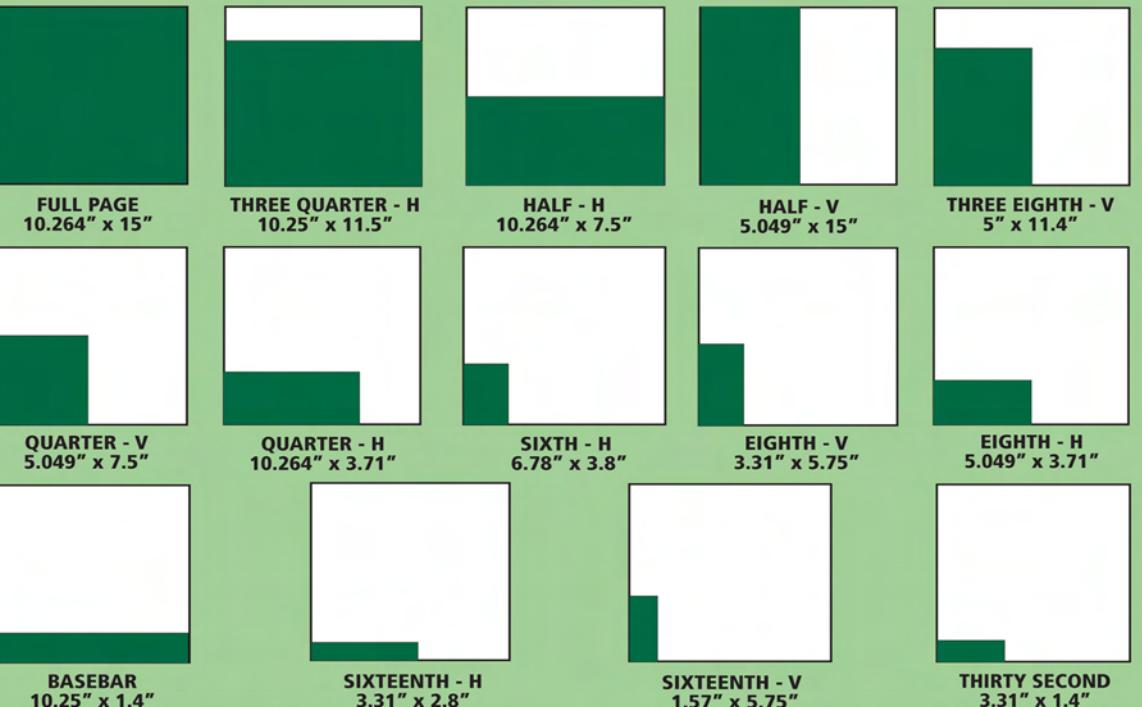
Our FTP Site can be accessed using a web browser, such as Internet Explorer 7.0 or higher. To do so, enter the following into the URL Address: <ftp://ads@ftp02.metroland.com>

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.

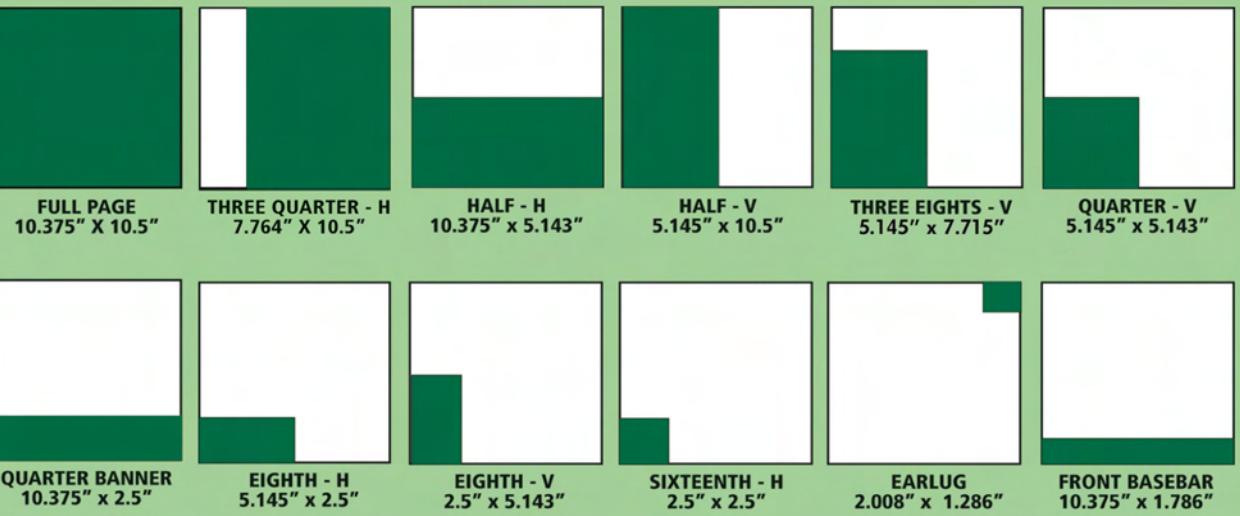
Modular Sizes - Napanee and Picton

TABLOID



Modular Sizes - Niagara

TABLOID



Eastern Ontario Region Colour Charges

* Rates are gross

| | SPOT | PROCESS |
|--|---------|----------|
| ▪ Eastern Ontario Region – 15 Ottawa markets | \$2,117 | \$7,058 |
| ▪ Eastern Ontario Region – 9 Seaway markets | \$1,294 | \$6,117 |
| ▪ Eastern Ontario Region – Ottawa + Seaway | \$3,388 | \$11,292 |

Specifications and Information

Deadlines

Space reservations: 4-6 days preceding* Material: 5 days preceding*
 • Deadlines vary by market

Colour Rates

Colour-\$1160 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.
- Agency commission 15%

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.
- R.O.P lineage volumes are based on per publication calculation.
- 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 (Gross)

- (a) In Paper Pre-printed inserts
 - up to 24 tabloid pages\$71 per M
 - over 24 tabloid pageson 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\$71 per M
 - Apartment Bag Inserts\$71 per M
 - Other dayson 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 \$71 per thousand gross: (no volume discounts are available)

- New Hamburg Independent

The rate for inserting and distribution of flyers in the following newspapers is \$86.25 per thousand gross: (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 \$97.75 per thousand gross: (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

Corporate Sales Office: 10 Tempo Ave., Toronto, ON M2H 2N8
 (416) 493-1300 / Fax: (416) 493-0623
 Internet: <http://www.metroland.com>
 E-mail: Corporate.Sales@metroland.com

Metroland Corporate Sales Digital Rate Card 2015

| Community Sites | Ad Unit | Impressions | Execution | Rate | |
|-----------------|--|--|--|---|--|
| | | | | Rate | Details |
| | Leaderboard, Big Box, Double Skyscraper, Mini Banner | 10,000 to 249,999 250,000 to 999,999 1,000,000+ | RON/ROS, IP Targeting RON/ROS, IP Targeting RON/ROS, IP Targeting | \$15 CPM \$12 CPM \$10 CPM | |
| | Native Ads OR Video Overlay | 10,000 to 249,999 250,000 to 999,999 1,000,000+ | RON/ROS, IP Targeting RON/ROS, IP Targeting RON/ROS, IP Targeting | \$25 CPM \$22 CPM \$20 CPM | |
| | Pushdown | Rotational | Homepage | \$40 CPM | |
| | Mobile Ad Unit | Impressions | Execution | Rate | |
| | Mobile Banner, Mobile Big Box | 10,000 - 249,000 250,000 - 999,999 1,000,000 + | ROS/ROS IP Targeting RON/ROS, IP Targeting RON/ROS, IP Targeting | \$15 CPM \$12 CPM \$10 CPM | |
| | Mobile Interstitial | all | ROS | \$25 CPM | |
| | Special Execution | Execution | | Rate | |
| | Home Page Take Over | IP Targeting | | \$50 CPM | |
| | Roadblocking (exl. Home Page) | | | | |
| | Interstitial | | | | |
| | Cattfish | | | | |
| | Page Peel | ROS, IP Targeting | | \$25 CPM | |
| | Pushdown | | | | |
| | Native Ad | | | | |
| | Special Targeting - Add On | Website | Options | Ad Units | Premium |
| | Sections/Segments | Any Metroland Section | Home, News, Business, Sports, What's On, Community, Living, IP, Other | Leaderboard, Big Box, Double Skyscraper, Mini | Add \$5 CPM |
| | Product | Execution | Rate | Details | |
| | Full Promotional Package - WOW List Opportunity | All community sites | \$15,000 | 3 custom created articles, 250,000 impressions | |
| | Article (Written Only) | N/A | \$100 | Written & delivered to client | |
| | Article Hosting | Community Site | \$150 | Cost per article, 12 months | |
| | Article Written & Hosted | The Spec or The Record | \$250 | Cost per article, 12 months | |
| | | The Spec or The Record | \$350 | Approx. 350 words, optimized for search | |
| | Ad Unit | Execution | Rate | Details | |
| | Big Box | ROS, IP Targeting | \$20 CPM | | |
| | | Exclusive site specific | \$25 CPM | | |
| | Leaderboard | ROS, IP Targeting | \$15 CPM | | |
| | | Exclusive site specific | \$25 CPM | | |
| | National Home Page Take Over | Leaderboard, Big Box, Wallpaper | \$1,350 | | |
| | Home Page Take Over | Leaderboard, Big Box, Wallpaper | \$50 CPM | | |
| | Roadblocking (exl. Home Page) | Leaderboard, Big Box | \$50 CPM | | |
| | Product | Execution | Rate | Details | |
| | Flyer | National/Provincial | \$0.25 CPC | Drive up to a certain number of flyer views per month (preset budget) | |
| | Coupons | Mail to Home | \$0.16 CPC | Plus \$2,500 marketing & management fee | |
| | | Print at Home | \$0.12 CPC | | |
| | | Mobile Coupons | \$1 per coupon + coupon value | Based on redemption | |
| | Contesting | Hosted National | \$5,000 + prize + \$1 per opt-in | Plus prize and opt-ins | |
| | | Hosted Provincial Contest | \$5,000 + prize + \$1 per opt-in | Includes mixed email banner driving traffic to contest | |
| | | Advertiser Contest | FREE with email buy | Minimum \$2,000 spend | |
| | Exclusive Email | National | \$40 CPM | | |
| | | Provincial/ City | \$50 CPM | | |
| | | Postal Code | \$60 CPM | | |
| | | Based on past coupon orders | \$70 CPM | | |
| | | Additional demographic targeting (i.e age, income, children, brand affinity, etc.) | additional \$10 CPC per target | | |
| | Product | Execution | Rate | Details | |
| | Exclusive Email | National | \$40 CPM | | |
| | | Provincial/ City | \$50 CPM | Minimum \$2,000 spend | |
| | | Additional demographic targeting (i.e age, income, children, brand affinity, etc.) | additional \$10 CPC per target | Email must include offer, deal or strong savings | |
| | Mixed Email | Prime placement | \$40 CPM | | |
| | | Secondary placement | \$10 CPM | Minimum \$2,000 spend | |
| | | 2 week with microsite | \$5,000 + media | | |
| | | 1 week on WagJag | \$2,000 + media | | |
| | Social Media Post | Sponsored | \$300/post | | |
| | Ad Unit | Execution | Rate | Details | |
| | Big Box | ROS, IP Targeting | \$25 CPM | | |
| | | Leaderboard | \$20 CPM | | |
| | HPTO | ROS, IP Targeting | \$1,000/day EN | | |
| | | Roadblocking (exl. Home Page) | \$1,500/day EN & FR | | |
| | Pop-Up/Lay Over Ad Unit | Leaderboard, Big Box | \$50 CPM | | |
| | | ROS, IP Targeting | \$1,940/Week (EN Only) \$700/Week (FR Only) \$2,640/Week (FR & EN) | | |
| | Product | Execution | Rate | Details | |
| | Exclusive Email | National | \$40 CPM | | |
| | | Geo-targeted | \$50 CPM | Minimum \$2,000 spend | |
| | | Prime Top Deals Newsletter Inclusions | \$8 CPM | | |
| | Newsletter | TravelKit Sponsorship | \$20 CPM | | |
| | | Top Deals Newsletter Inclusions | \$0.25 CPC | | |
| | Search | TripSearch | \$0.18 + CPC | | |
| | Contesting | Custom Platform | \$4,500 | | |
| | Social Media Post | Sponsored | \$150/post EN \$170/post EN & FR | | |
| | Ad Unit | Impressions | Execution | Audience Extension Segments | Rate + Premium |
| | Big Box , Leaderboard, Wallpaper | up to 250,000 250,000 to 999,999 1,000,000+ | ROS, IP Targeting ROS, IP Targeting ROS, IP Targeting | News Junkies, People & Pets/Lifestyle, Event Goers, Movers & Improvers, Bargain Hunters & Motorists | \$15 CPM + \$5 CPM \$12 CPM + \$5 CPM \$10 CPM + \$5 CPM |
| | Mobile Ad Unit | Impressions | Execution | | Rate |
| | Mobile Geo-fencing - EyeReturn Partner and Metroland Media | 10,000 - 249,000 250,000 - 999,999 1,000,000 + | ROS/ROS IP Targeting RON/ROS, IP Targeting RON/ROS, IP Targeting | | \$15 CPM \$12 CPM \$10 CPM |