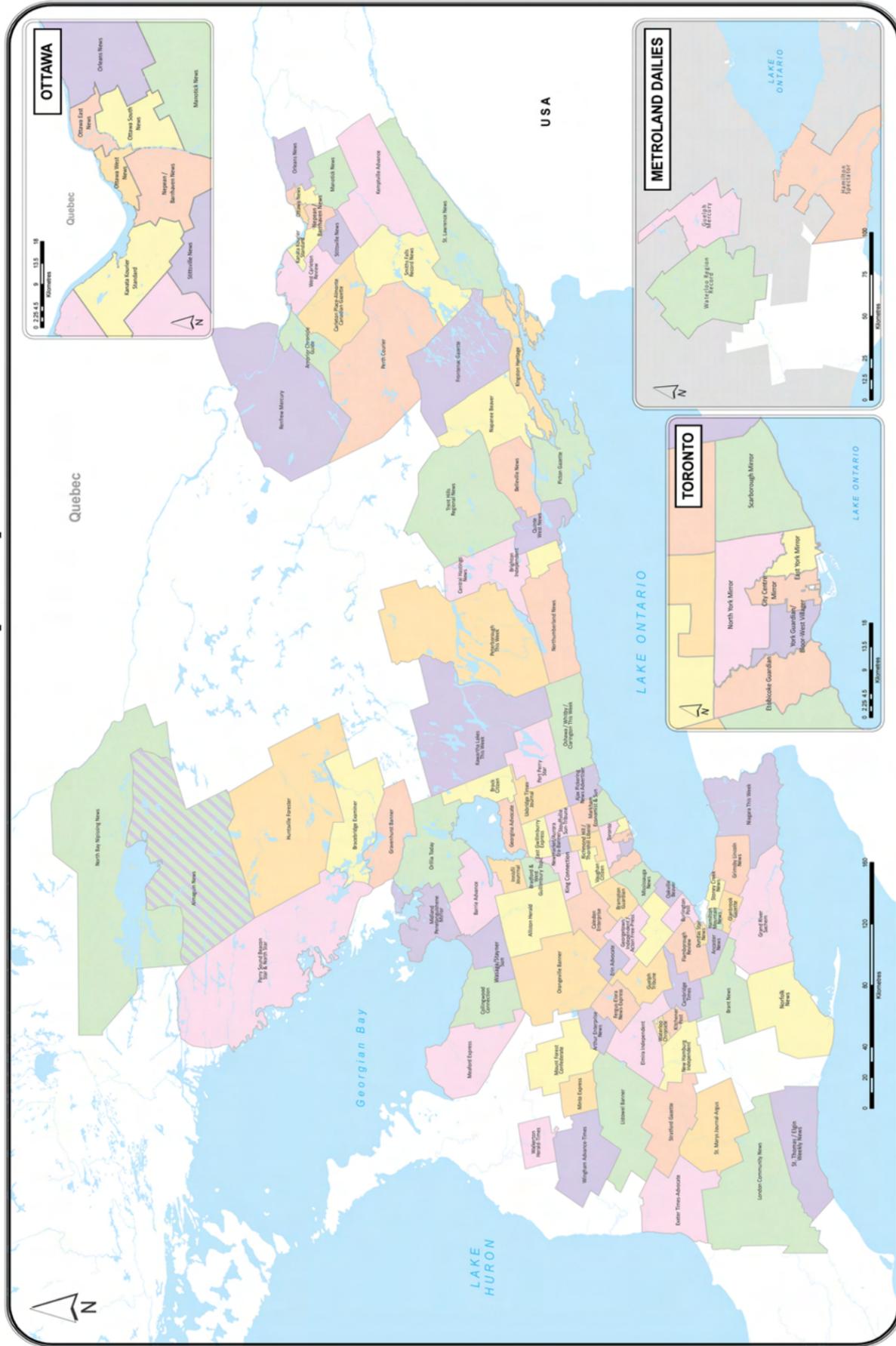


Metroland Media Group Footprint



 **Metroland Corporate Sales, Market Research and GIS Department, 2015**

Gross Alphabetical Modular Rate Card



January 2015

10 Tempo Avenue, Toronto, Ontario M2H 2N8
tel: 416.493.1300 fax: 416.493.0623 corporate.sales@metroland.com
www.metroland.com

Modular Gross Rates/Effective January 1st, 2015

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

A - F (Full, Three-Quarter, Half, Three-Eights and Quarter)				FULL PAGE <small>Tab: 10.375" x 11.5", B/S: 10.375" X 21.5", unless otherwise noted</small>					THREE-QUARTER PAGE <small>Tab: 10.375" x 8.571", B/S: 10.375" X 16.125", unless otherwise noted</small>					HALF PAGE <small>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</small>					THREE-EIGHTS <small>Tab: V - 5.145" x 8.571", B/S: V - 5.145" x 16.125", unless otherwise noted</small>					QUARTER PAGE <small>Tab: V - 5.145" x 5.71", H: 10.375" x 2.786", B/S: V - 5.145" x 10.75", H: 10.375" x 5.375", unless otherwise noted</small>				
				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
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	\$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
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	\$2,673	\$1,994	\$1,639	\$1,445	\$1,412	\$2,105	\$1,571	\$1,290	\$1,138	\$1,112	\$1,404	\$1,047	\$860	\$758	\$741
Almaguin News	Thurs	B/S	3,500	\$2,117	\$1,906	\$1,800	\$1,694	\$1,588	\$1,747	\$1,572	\$1,485	\$1,397	\$1,310	\$1,164	\$1,048	\$990	\$932	\$873	\$917	\$825	\$779	\$734	\$688	\$611	\$550	\$520	\$489	\$459
Ancaster News	Thurs	Tab	13,177	\$2,568	\$2,234	\$1,607	\$1,274	\$1,274	\$2,118	\$1,843	\$1,326	\$1,051	\$1,051	\$1,412	\$1,229	\$884	\$701	\$701	\$1,112	\$968	\$696	\$552	\$552	\$741	\$645	\$464	\$368	\$368
Arnprior Chronicle Guide	Thurs	Tab	7,747	\$1,209	\$1,148	\$1,087	\$1,027	\$967	\$997	\$947	\$898	\$848	\$798	\$612	\$581	\$551	\$520	\$490	\$523	\$497	\$471	\$445	\$418	\$310	\$295	\$278	\$263	\$248
Arthur Enterprise News	Wed	Tab	900	\$1,298	\$1,276	\$1,188	\$1,144	\$1,122	\$1,071	\$1,053	\$980	\$944	\$926	\$714	\$702	\$653	\$629	\$617	\$562	\$553	\$515	\$495	\$486	\$375	\$368	\$343	\$330	\$324
Barrie Advance/Innisfil Journal (zoning available)	Thurs	Tab	63,800	\$6,940	\$6,246	\$5,621	\$5,041	\$4,580	\$5,378	\$4,841	\$4,357	\$3,907	\$3,550	\$3,817	\$3,435	\$3,092	\$2,773	\$2,519	\$2,863	\$2,576	\$2,319	\$2,080	\$1,889	\$2,099	\$1,889	\$1,700	\$1,525	\$1,386
Belleville News	Thurs	Tab	23,715	\$2,090	\$1,401	\$1,112	\$1,023	\$934	\$1,724	\$1,155	\$917	\$844	\$771	\$1,149	\$770	\$611	\$562	\$514	\$905	\$607	\$481	\$443	\$405	\$603	\$404	\$321	\$295	\$270
Bloor West Villager	Thurs	Tab	34,750	\$4,020	\$3,922	\$3,753	\$3,559	\$3,511	\$3,316	\$3,237	\$3,096	\$2,936	\$2,897	\$2,210	\$2,157	\$2,064	\$1,958	\$1,931	\$1,741	\$1,699	\$1,626	\$1,542	\$1,521	\$1,160	\$1,133	\$1,083	\$1,028	\$1,014
Bracebridge Examiner	Thurs	Tab	8,849	\$3,058	\$2,752	\$2,600	\$2,447	\$2,294	\$2,523	\$2,271	\$2,145	\$2,018	\$1,892	\$1,682	\$1,514	\$1,430	\$1,346	\$1,262	\$1,325	\$1,192	\$1,126	\$1,060	\$993	\$883	\$795	\$751	\$706	\$662
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	\$1,143	\$1,089	\$1,003	\$916	\$862	\$900	\$857	\$790	\$722	\$679	\$600	\$572	\$526	\$481	\$453
Brampton Guardian	Wed	Tab	118,000	\$8,100	\$7,492	\$6,980	\$5,822	\$5,434	\$6,081	\$5,693	\$5,240	\$4,399	\$4,108	\$4,063	\$3,752	\$3,493	\$2,976	\$2,749	\$3,041	\$2,885	\$2,601	\$2,264	\$2,031	\$2,038	\$1,908	\$1,779	\$1,533	\$1,391
Brampton Guardian	Thurs	Tab	130,000	\$8,100	\$7,492	\$6,980	\$5,822	\$5,434	\$6,081	\$5,693	\$5,240	\$4,399	\$4,108	\$4,063	\$3,752	\$3,493	\$2,976	\$2,749	\$3,041	\$2,885	\$2,601	\$2,264	\$2,031	\$2,038	\$1,908	\$1,779	\$1,533	\$1,391
Brampton Guardian	Fri	Tab	118,000	\$8,100	\$7,492	\$6,980	\$5,822	\$5,434	\$6,081	\$5,693	\$5,240	\$4,399	\$4,108	\$4,063	\$3,752	\$3,493	\$2,976	\$2,749	\$3,041	\$2,885	\$2,601	\$2,264	\$2,031	\$2,038	\$1,908	\$1,779	\$1,533	\$1,391
Brant News	Thurs	Tab	49,003	\$2,638	\$2,233	\$2,131	\$2,071	\$2,028	\$1,978	\$1,719	\$1,634	\$1,588	\$1,529	\$1,340	\$1,178	\$1,116	\$1,085	\$1,035	\$1,109	\$920	\$886	\$826	\$785	\$785	\$609	\$588	\$548	\$521
Brighton Independent	Thurs	Tab	7,251	\$889	\$689	\$556	\$489	\$445	\$734	\$569	\$459	\$403	\$367	\$489	\$379	\$306	\$269	\$245	\$385	\$298	\$241	\$212	\$193	\$257	\$199	\$160	\$141	\$128
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	\$1,315	\$1,164	\$959	\$862	\$819	\$1,036	\$917	\$756	\$679	\$645	\$690	\$611	\$504	\$453	\$430
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	\$4,301	\$3,762	\$2,749	\$2,512	\$2,382	\$3,387	\$2,963	\$2,165	\$1,978	\$1,876	\$2,258	\$1,975	\$1,443	\$1,319	\$1,251
	Fri	Tab	49,780	\$7,820	\$6,840	\$4,998	\$4,567	\$4,332	\$6,452	\$5,643	\$4,123	\$3,768	\$3,574	\$4,301	\$3,762	\$2,749	\$2,512	\$2,382	\$3,387	\$2,963	\$2,165	\$1,978	\$1,876	\$2,258	\$1,975	\$1,443	\$1,319	\$1,251
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	\$5,056	\$4,506	\$3,385	\$3,029	\$2,900	\$3,981	\$3,549	\$2,666	\$2,385	\$2,284	\$2,654	\$2,366	\$1,777	\$1,590	\$1,522
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	\$1,520	\$1,445	\$1,272	\$1,143	\$1,078	\$1,197	\$1,138	\$1,002	\$900	\$849	\$798	\$758	\$668	\$600	\$566
	Thurs	Tab	19,176	\$2,847	\$2,705	\$2,382	\$2,140	\$2,019	\$2,348	\$2,232	\$1,965	\$1,765	\$1,666	\$1,566	\$1,488	\$1,310	\$1,177	\$1,110	\$1,233	\$1,172	\$1,032	\$927	\$874	\$822	\$781	\$688	\$618	\$583
Cambridge Times	Tues/Fri	Tab	43,514	\$2,775	\$2,329	\$1,844	\$1,798	\$1,753	\$2,302	\$1,921	\$1,522	\$1,484	\$1,446	\$1,534	\$1,281	\$1,014	\$989	\$963	\$1,208	\$1,008	\$799	\$779	\$759	\$806	\$673	\$533	\$520	\$506
	Thurs	Tab	48,693	\$3,070	\$2,562	\$2,028	\$1,978	\$1,928	\$2,529	\$2,111	\$1,674	\$1,633	\$1,590	\$1,688	\$1,409	\$1,115	\$1,088	\$1,060	\$1,329	\$1,109	\$879	\$856	\$835	\$888	\$740	\$586	\$572	\$556
Carleton Place-Almonte Canadian Gazette	Thurs	Tab	11,629	\$988	\$939	\$889	\$840	\$791	\$816	\$775	\$734	\$694	\$653	\$525	\$500	\$473	\$447	\$420	\$428	\$407	\$386	\$364	\$343	\$287	\$272	\$258	\$244	\$230
Central Hastings News	Thurs	Tab	11,637	\$1,601	\$1,178	\$851	\$800	\$711	\$1,321	\$972	\$702	\$660	\$587	\$880	\$648	\$468	\$440	\$391	\$693	\$510	\$369	\$347	\$308	\$462	\$340	\$246	\$231	\$205
City Centre Mirror (includes Annex)	Thurs	Tab	51,000	\$6,562	\$6,320	\$5,957	\$5,715	\$5,642	\$5,413	\$5,213	\$4,914	\$4,714	\$4,655	\$3,608	\$3,476	\$3,276	\$3,143	\$3,103	\$2,842	\$2,737	\$2,579	\$2,474	\$2,443	\$1,895	\$1,825	\$1,720	\$1,650	\$1,629
Clarington This Week	Wed/Thurs	Tab	25,731	\$4,478	\$4,278	\$3,519	\$2,899	\$2,799	\$3,694	\$3,529	\$2,903	\$2,392	\$2,309	\$2,463	\$2,353	\$1,935	\$1,594	\$1,539	\$1,940	\$1,853	\$1,524	\$1,256	\$1,212	\$1,293	\$1,235	\$1,016	\$837	\$808
Collingwood Connection	Thurs	Tab	11,500	\$3,259	\$2,553	\$2,088	\$1,859	\$1,738	\$2,689	\$2,175	\$1,771	\$1,533	\$1,433	\$1,793	\$1,424	\$1,180	\$1,023	\$956	\$1,412	\$1,142	\$930	\$806	\$753	\$942	\$736	\$612	\$525	\$502
Collingwood Connection/Wasaga Sun-Stayner Sun*	Thurs	Tab	24,000	\$4,888	\$3,830	\$3,133	\$2,789	\$2,607	\$4,033	\$3,263	\$2,656	\$2,300	\$2,150	\$2,689	\$2,136	\$1,771	\$1,534	\$1,434	\$2,117	\$1,713	\$1,395	\$1,209	\$1,129	\$1,412	\$1,104	\$918	\$787	\$753
Dundas Star News	Thurs	Tab	15,811	\$2,568	\$2,234	\$1,607	\$1,274	\$1,274	\$2,118	\$1,843	\$1,326	\$1,051	\$1,051	\$1,412	\$1,229	\$884	\$701	\$701	\$1,112	\$968	\$696	\$552	\$552	\$741	\$645	\$464	\$368	\$368
Dunnville Sachem	See The Sachem																											
East Gwillimbury Express	Thurs	B/S	8,200	\$1,397	\$1,232	\$1,071	\$966	\$911	\$1,152	\$1,016	\$884	\$797	\$752	\$768	\$677	\$589	\$531	\$501	\$605	\$534	\$464	\$419	\$395	\$403	\$356	\$309	\$279	\$263
East York/N. Riverdale/Beach/S. Riverdale Mirrors	Thurs	Tab	58,550	\$8,305	\$7,917	\$6,634	\$6,174	\$6,028	\$6,851	\$6,532	\$5,474	\$5,093	\$4,973	\$4,568	\$4,355	\$3,649	\$3,396	\$3,316	\$3,597	\$3,429	\$2,873	\$2,674	\$2,611	\$2,398	\$2,287	\$1,916	\$1,783	\$1,741
Eastern Ontario Region - 15 Ottawa markets* (see specs for colour charge)	Thurs	Tab	332,184	\$10,894	\$10,349	\$9,804	\$9,260	\$8,715	\$8,987	\$8,538	\$8,088	\$7,640	\$7,190	\$5,151	\$4,893	\$4,636	\$4,378	\$4,121	\$4,719	\$4,482	\$4,246	\$4,011	\$3,774	\$2,689	\$2,554	\$2,419	\$2,285	\$2,150
Eastern Ontario Region - 10 Seaway markets* (see specs for colour charge)	Thurs	Tab	176,433	\$6,745	\$6,407	\$6,070	\$5,733	\$5,395	\$5,564	\$5,286	\$5,008	\$4,730	\$4,451	\$2,914	\$2,768	\$2,622	\$2,477	\$2,331	\$2,921	\$2,775	\$2,629	\$2,483	\$2,337	\$1,496	\$1,421	\$1,346	\$1,272	\$1,197
Eastern Ontario Region - Ottawa + Seaway* (see specs for colour charge)	Thurs	Tab	508,617	\$16,797	\$15,958	\$15,118	\$14,277	\$13,438	\$13,858	\$13,165	\$12,472	\$11,780	\$11,087	\$7,661	\$7,278	\$6,894	\$6,511	\$6,129	\$7,275	\$6,911	\$6,548	\$6,184	\$5,821	\$3,943	\$3,746	\$3,549	\$3,351	\$

Modular Gross Rates/Effective January 1st, 2015

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

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

COMMUNITY NEWSPAPERS				SIXTH PAGE <small>Tab: 5.145" x 3.714", B/S: 5.145" x 7.17", unless otherwise noted</small>						EIGHTH PAGE <small>Tab: H - 5.145" x 2.786", B/S: 5.145" x 5.285", unless otherwise noted</small>						BASEBAR <small>Tab/B/S: 10.375" X 1.785", unless otherwise noted</small>						SIXTEENTH <small>Tab/B/S: V- 2.54" x 2.786", H - 5.145" x 1.357", unless otherwise noted</small>						THIRTY SECOND PAGE <small>Tab/B/S: 2.54" X 1.357", unless otherwise noted</small>					
	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	\$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					
Almaguin News	Thurs	B/S	3,500	\$408	\$367	\$346	\$326	\$306	\$321	\$289	\$273	\$257	\$241	\$333	\$299	\$283	\$266	\$250	\$169	\$152	\$143	\$135	\$126	\$88	\$80	\$75	\$71	\$66					
Ancaster News	Thurs	Tab	13,177	\$494	\$430	\$309	\$245	\$245	\$389	\$339	\$244	\$193	\$193	\$403	\$351	\$253	\$200	\$200	\$204	\$178	\$128	\$101	\$101	\$107	\$93	\$67	\$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					
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	\$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					
Brant News	Thurs	Tab	49,003	\$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	\$37	\$29	\$23	\$20	\$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					
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					
	Fri	Tab	49,780	\$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					
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					
Caledon Enterprise	Tues	Tab	10,562	\$532	\$506	\$445	\$400	\$377	\$419	\$398	\$351	\$315	\$297	\$434	\$413	\$363	\$326	\$308	\$220	\$209	\$184	\$165	\$156	\$115	\$110	\$97	\$87	\$82					
	Thurs	Tab	19,176	\$548	\$521	\$458	\$412	\$388	\$432	\$410	\$362	\$324	\$306	\$447	\$425	\$374	\$336	\$317	\$227	\$215	\$190	\$170	\$161	\$118	\$113	\$100	\$90	\$84					
Cambridge Times	Tues/Fri	Tab	43,514	\$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	48,693	\$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					
Carleton Place-Almonte Canadian Gazette	Thurs	Tab	11,629	\$196	\$187	\$176	\$166	\$157	\$148	\$140	\$133	\$125	\$118	\$155	\$148	\$140	\$132	\$124	\$78	\$73	\$69	\$66	\$62	\$41	\$39	\$37	\$35	\$33					
Central Hastings News	Thurs	Tab	11,637	\$308	\$227	\$164	\$154	\$137	\$243	\$179	\$129	\$121	\$108	\$252	\$185	\$134	\$126	\$112	\$127	\$94	\$68	\$64	\$57	\$67	\$49	\$36	\$33	\$30					
City Centre Mirror (includes Annex)	Thurs	Tab	51,000	\$1,263	\$1,217	\$1,146	\$1,099	\$1,086	\$994	\$957	\$903	\$866	\$855	\$1,031	\$993	\$936	\$898	\$887	\$523	\$503	\$474	\$455	\$448	\$274	\$264	\$248	\$238	\$236					
Clarington This Week	Wed/Thurs	Tab	25,731	\$862	\$823	\$677	\$558	\$539	\$679	\$649	\$533	\$440	\$424	\$704	\$672	\$553	\$456	\$440	\$356	\$341	\$281	\$231	\$222	\$187	\$179	\$147	\$121	\$117					
Collingwood Connection	Thurs	Tab	11,500	\$628	\$508	\$413	\$358	\$335	\$494	\$400	\$325	\$282	\$263	\$512	\$414	\$338	\$292	\$273	\$269	\$209	\$171	\$154	\$139	\$154	\$133	\$121	\$105	\$92					
Collingwood Connection/Wasaga Sun-Stayner Sun*	Thurs	Tab	24,000	\$941	\$761	\$619	\$537	\$502	\$741	\$600	\$488	\$423	\$395	\$768	\$621	\$506	\$438	\$409	\$403	\$314	\$257	\$231	\$209	\$230	\$199	\$181	\$158	\$139					
Dundas Star News	Thurs	Tab	15,811	\$494	\$430	\$309	\$245	\$245	\$389	\$339	\$244	\$193	\$193	\$403	\$351	\$253	\$200	\$200	\$204	\$178	\$128	\$101	\$101	\$107	\$93	\$67	\$53	\$53					
Dunnville Sachem	See The Sachem																																
East Gwillimbury Express	Thurs	B/S	8,200	\$269	\$237	\$206	\$186	\$175	\$212	\$187	\$162	\$147	\$138	\$220	\$194	\$168	\$152	\$143	\$111	\$98	\$85	\$77	\$73	\$58	\$51	\$45	\$40	\$38					
East York/N. Riverdale/Beach/S. Riverdale Mirrors	Thurs	Tab	58,550	\$1,599	\$1,524	\$1,277	\$1,188	\$1,160	\$1,259	\$1,201	\$1,006	\$936	\$914	\$1,305	\$1,244	\$1,043	\$970	\$947	\$661	\$630	\$527	\$492	\$479	\$347	\$331	\$277	\$258	\$252					
Eastern Ontario Region - 15 Ottawa markets* (see specs for colour charge)	Thurs	Tab	332,184	\$1,803	\$1,713	\$1,623	\$1,532	\$1,442	\$1,411	\$1,341	\$1,271	\$1,200	\$1,129	\$1,712	\$1,626	\$1,540	\$1,455	\$1,370	\$741	\$704	\$667	\$630	\$593	\$389	\$370	\$350	\$330	\$311					
Eastern Ontario Region - 10 Seaway markets* (see specs for colour charge)	Thurs	Tab	176,433	\$1,020	\$969	\$918	\$867	\$816	\$785	\$746	\$707	\$668	\$628	\$1,059	\$1,007	\$953	\$901	\$847	\$412	\$392	\$371	\$350	\$330	\$216	\$206	\$195	\$184	\$173					
Eastern Ontario Region - Ottawa + Seaway* (see specs for colour charge)	Thurs	Tab	508,617	\$2,682	\$2,547	\$2,413	\$2,280	\$2,145	\$2,071	\$1,966	\$1,863	\$1,759	\$1,656	\$2,639	\$2,508	\$2,376	\$2,243	\$2,112	\$1,087	\$1,032	\$978	\$924	\$870	\$571	\$542	\$513	\$485	\$457					
Elmira Independent	Fri	Tab	11,000	\$257	\$246	\$233	\$220	\$194	\$175	\$167	\$157	\$149	\$128	\$175	\$167	\$157	\$149	\$128	\$92	\$88	\$82	\$78	\$67	\$50	\$48	\$45	\$43	\$38					
Erin Advocate	Wed	Tab	2,500	\$536	\$479	\$411	\$362	\$343	\$422	\$377	\$324	\$285	\$270	\$437	\$391	\$336	\$296	\$280	\$222	\$198	\$170	\$150	\$142	\$116	\$104	\$89	\$79	\$75					
Etobicoke Guardian	Thurs	Tab	73,200	\$1,771	\$1,734	\$1,641	\$1,571	\$1,552	\$1,395	\$1,365	\$1,292	\$1,237	\$1,222	\$1,445	\$1,416	\$1,339	\$1,282	\$1,267	\$733	\$716	\$678	\$650	\$641	\$384	\$377	\$356	\$341	\$337					
Exeter Times-Advocate	Wed	Tab	4,500	\$280	\$275	\$258	\$250	\$246	\$220	\$217	\$203	\$197	\$193	\$228	\$2																		

Modular Gross Rates/Effective January 1st, 2015

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

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

COMMUNITY NEWSPAPERS	EDITIONS	FORMAT	PRESS RUN	FULL PAGE <small>Tab: 10.375" x 11.5", B/S: 10.375" x 21.5", unless otherwise noted</small>					THREE-QUARTER PAGE <small>Tab: 10.375" x 8.571", B/S: 10.375" x 16.125", unless otherwise noted</small>					HALF PAGE <small>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</small>					THREE-EIGHTHS <small>Tab: V - 5.145" x 8.571", B/S: V - 5.145" x 16.125", unless otherwise noted</small>					QUARTER PAGE <small>Tab: V - 5.145" x 5.71", H: 10.375" x 2.786", B/S: V - 5.145" x 10.75", H: 10.375" x 5.375", unless otherwise noted</small>				
				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	Thurs	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	\$1,595	\$1,369	\$1,089	\$1,003	\$949	\$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	\$647	\$625	\$485	\$485	\$485	\$509	\$492	\$382	\$382	\$382	\$340	\$328	\$255	\$255	\$255
Grand River Sachem	See The Sachem																											
Gravenhurst Banner	Thurs	Tab	5,500	\$2,588	\$2,329	\$2,200	\$2,070	\$1,941	\$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	\$672	\$635	\$598	\$560
Grimsby Lincoln News (see Niagara This Week for Thurs)	Wed	Tab: see specs	23,450	\$2,945	\$2,117	\$1,746	\$1,553	\$1,500	\$2,430	\$1,746	\$1,441	\$1,280	\$1,237	\$1,620	\$1,163	\$960	\$853	\$825	\$1,275	\$916	\$816	\$672	\$649	\$850	\$610	\$503	\$448	\$433
Guelph Mercury (Daily)	See enclosed rate card																											
Guelph Tribune	Tues	Tab	40,632	\$2,790	\$2,329	\$1,844	\$1,798	\$1,753	\$2,302	\$1,921	\$1,522	\$1,484	\$1,446	\$1,534	\$1,281	\$1,014	\$989	\$963	\$1,208	\$1,008	\$799	\$779	\$759	\$806	\$673	\$533	\$520	\$506
	Thurs	Tab	45,507	\$3,070	\$2,562	\$2,028	\$1,978	\$1,928	\$2,529	\$2,111	\$1,674	\$1,633	\$1,590	\$1,688	\$1,409	\$1,115	\$1,088	\$1,060	\$1,329	\$1,109	\$879	\$856	\$835	\$888	\$740	\$586	\$572	\$556
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	\$9,637	\$8,505	\$6,145	\$5,077	\$5,077	\$6,425	\$5,670	\$4,096	\$3,385	\$3,385	\$5,060	\$4,465	\$3,226	\$2,666	\$2,666	\$3,373	\$2,977	\$2,151	\$1,777	\$1,777
Hamilton Mountain	Thurs	Tab	50,754	\$4,234	\$3,783	\$2,764	\$2,332	\$2,332	\$3,493	\$3,121	\$2,280	\$1,924	\$1,924	\$2,328	\$2,081	\$1,520	\$1,283	\$1,283	\$1,834	\$1,638	\$1,197	\$1,010	\$1,010	\$1,222	\$1,092	\$798	\$673	\$673
Hamilton Spectator (Daily)	See enclosed rate card																											
Huntsville Forester	Thurs	Tab	9,535	\$3,176	\$2,858	\$2,699	\$2,541	\$2,382	\$2,620	\$2,358	\$2,227	\$2,096	\$1,965	\$1,747	\$1,572	\$1,485	\$1,397	\$1,310	\$1,376	\$1,238	\$1,169	\$1,100	\$1,032	\$917	\$825	\$779	\$734	\$688
Innisfil Journal	Thurs	Tab	11,000	\$2,078	\$1,980	\$1,823	\$1,666	\$1,568	\$1,714	\$1,633	\$1,504	\$1,374	\$1,294	\$1,143	\$1,089	\$1,003	\$916	\$862	\$900	\$857	\$790	\$722	\$679	\$600	\$572	\$526	\$481	\$453
Kanata Kourier Standard	Thurs	Tab	27,408	\$1,836	\$1,744	\$1,652	\$1,561	\$1,469	\$1,515	\$1,439	\$1,364	\$1,287	\$1,212	\$926	\$879	\$833	\$787	\$741	\$796	\$756	\$716	\$676	\$636	\$471	\$447	\$423	\$400	\$376
Kawartha Lakes This Week	Thurs	Tab	29,980	\$4,312	\$3,646	\$3,038	\$2,724	\$2,587	\$3,557	\$3,008	\$2,506	\$2,248	\$2,134	\$2,372	\$2,005	\$1,671	\$1,498	\$1,423	\$1,868	\$1,579	\$1,316	\$1,180	\$1,121	\$1,245	\$1,053	\$877	\$787	\$747
Kemptville Advance	Thurs	Tab	10,328	\$910	\$865	\$819	\$773	\$728	\$751	\$713	\$676	\$639	\$601	\$487	\$462	\$438	\$413	\$390	\$394	\$374	\$355	\$336	\$315	\$267	\$253	\$240	\$226	\$213
King Connection	Thurs	Tab	8,300	\$977	\$888	\$769	\$733	\$665	\$769	\$700	\$606	\$578	\$523	\$539	\$489	\$423	\$385	\$366	\$423	\$386	\$334	\$302	\$288	\$296	\$269	\$233	\$222	\$201
Kingston Heritage	Thurs	Tab	45,919	\$1,600	\$1,521	\$1,440	\$1,361	\$1,280	\$1,321	\$1,255	\$1,188	\$1,122	\$1,057	\$1,083	\$1,029	\$974	\$920	\$866	\$694	\$659	\$624	\$590	\$555	\$620	\$589	\$558	\$527	\$496
Kitchener (See Waterloo Regional Record - Daily)	See enclosed rate card																											
Kitchener Post	Thurs	Tab	60,000	\$3,690	\$3,282	\$2,509	\$2,399	\$2,287	\$3,044	\$2,708	\$2,071	\$1,982	\$1,888	\$2,029	\$1,805	\$1,380	\$1,324	\$1,258	\$1,598	\$1,422	\$1,086	\$1,041	\$989	\$1,065	\$948	\$725	\$693	\$660
Listowel Banner	Wed	Tab	3,900	\$1,496	\$1,474	\$1,408	\$1,364	\$1,342	\$1,234	\$1,216	\$1,162	\$1,125	\$1,107	\$823	\$811	\$774	\$750	\$738	\$648	\$638	\$610	\$591	\$581	\$432	\$426	\$407	\$394	\$388
Listowel Independent Plus	Thurs	Tab	24,500	\$1,760	\$1,738	\$1,672	\$1,628	\$1,606	\$1,452	\$1,434	\$1,379	\$1,343	\$1,325	\$968	\$956	\$920	\$895	\$883	\$762	\$753	\$724	\$705	\$696	\$508	\$502	\$483	\$470	\$464
London Community News	Thurs	Tab	133,000	\$3,558	\$3,380	\$3,202	\$3,024	\$2,669	\$2,681	\$2,547	\$2,413	\$2,279	\$2,011	\$1,822	\$1,731	\$1,640	\$1,549	\$1,367	\$1,407	\$1,337	\$1,267	\$1,196	\$1,056	\$940	\$893	\$846	\$799	\$705
Manotick News	Thurs	Tab	11,553	\$1,209	\$1,148	\$1,087	\$1,027	\$967	\$997	\$947	\$898	\$848	\$798	\$620	\$589	\$558	\$527	\$496	\$523	\$497	\$471	\$445	\$418	\$318	\$302	\$286	\$270	\$254
Markham Economist & Sun	Thurs	Tab	72,000	\$7,350	\$6,488	\$5,586	\$4,998	\$4,704	\$6,064	\$5,352	\$4,608	\$4,123	\$3,881	\$4,043	\$3,568	\$3,072	\$2,749	\$2,587	\$3,183	\$2,810	\$2,419	\$2,165	\$2,037	\$2,122	\$1,873	\$1,613	\$1,443	\$1,358
Markham Econ. & Sun/Stouffville Sun-Tribune*	Thurs	Tab	86,500	\$8,585	\$7,664	\$6,644	\$5,978	\$5,488	\$7,082	\$6,322	\$5,482	\$4,932	\$4,528	\$4,722	\$4,215	\$3,654	\$3,288	\$3,018	\$3,718	\$3,319	\$2,878	\$2,589	\$2,377	\$2,479	\$2,213	\$1,919	\$1,726	\$1,585
Meaford Express	Wed	Tab	2,400	\$2,078	\$1,980	\$1,823	\$1,666	\$1,568	\$1,714	\$1,633	\$1,504	\$1,374	\$1,294	\$1,143	\$1,089	\$1,003	\$916	\$862	\$900	\$857	\$790	\$722	\$679	\$600	\$572	\$526	\$481	\$453
Midland Penetanguishene Mirror	Thurs	Tab	20,500	\$4,351	\$3,038	\$2,509	\$2,332	\$2,234	\$3,590	\$2,506	\$2,070	\$1,924	\$1,843	\$2,393	\$1,671	\$1,380	\$1,283	\$1,229	\$1,885	\$1,316	\$1,087	\$1,010	\$968	\$1,256	\$877	\$724	\$673	\$645
Milton Canadian Champion	Thurs	Tab	27,200	\$5,010	\$3,977	\$2,945	\$2,617	\$2,380	\$3,758	\$2,982	\$2,207	\$1,962	\$1,792	\$2,505	\$1,988	\$1,471	\$1,307	\$1,195	\$1,914	\$1,519	\$1,125	\$1,001	\$912	\$1,252	\$992	\$732	\$653	\$596
Minto Express	Wed	Tab	1,500	\$1,342	\$1,320	\$1,254	\$1,210	\$1,188	\$1,107	\$1,089	\$1,035	\$998	\$980	\$738	\$726	\$690	\$666	\$653	\$581	\$572	\$543	\$524	\$515	\$388	\$381	\$362	\$349	\$343
Mississauga News	Thurs/Fri	Tab	124,500	\$11,757	\$11,168	\$10,110	\$8,698	\$6,816	\$9,404	\$8,934	\$8,087	\$6,958	\$5,452	\$7,052	\$6,758	\$6,228	\$5,170	\$3,688	\$5,781	\$5,540	\$5,105	\$4,229	\$3,029	\$4,346	\$4,229	\$3,640	\$2,935	\$2,111
Mississauga News (Apt/Condo/Malton Edition)	Thurs	Tab	75,900	\$6,109	\$5,740	\$4,680	\$4,450	\$4,450	\$5,040	\$4,736	\$3,862	\$3,671	\$3,671	\$3,361	\$3,157	\$2,574	\$2,448	\$2,448	\$2,647	\$2,487	\$2,027	\$1,927	\$1,927	\$1,764	\$1,657	\$1,352	\$1,284	\$1,284
Mississauga News (Full City)	Thurs/Fri or Thurs	Tab	200,400	\$13,733	\$13,462	\$11,968	\$10,674	\$9,322	\$10,986	\$10,763	\$9,575	\$8,540	\$7,457	\$8,040	\$7,734	\$7,134	\$6,017	\$4,440	\$6,592	\$6,340	\$5,852	\$4,934	\$3,640	\$4,852	\$4,699	\$4,146	\$3,429	\$2,582
Mount Forest Confederate	Wed	Tab	2,700	\$1,298	\$1,276	\$1,188	\$1,144	\$1,122	\$1,071	\$1,053	\$980	\$944	\$926	\$714	\$702	\$653	\$629	\$617	\$562	\$553	\$515	\$495	\$486	\$375	\$368	\$343	\$330	\$324
Muskokaregion.com (includes Bracebridge, Gravenhurst and Huntsville)	Thurs	Tab	27,000	\$4,117	\$3,705	\$3,499	\$3,294	\$3,088	\$3,396	\$3,057	\$2,887	\$2,717	\$2,547	\$2,264	\$2,038	\$1,925	\$1,811	\$1,698	\$1,783	\$1,605	\$1,516	\$1,426	\$1,337	\$1,189	\$1,070	\$1,010	\$951	\$892
The Muskokan (summer only)	Fri	Tab	12,000	\$3,529	\$3,176	\$2,999	\$2,823	\$2,647	\$2,911	\$2,620	\$2,475	\$2,329	\$2,183	\$1,941	\$1,747	\$1,650	\$1,553	\$1,456	\$1,528	\$1,376	\$1,299	\$1,223	\$1,146	\$1,019	\$917	\$866	\$815	\$764
Napanee Beaver	Thurs	Tab (6 x 212)	12,133	\$941	\$895	\$848	\$801	\$753	\$777	\$737	\$699	\$660	\$621	\$471	\$447	\$423	\$400	\$376	\$408	\$388	\$367	\$347	\$326	\$236	\$223	\$212	\$200	\$189
Nepean/Barrhaven News	Thurs	Tab	49,757	\$1,664	\$1,580																							

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

COMMUNITY NEWSPAPERS	EDITIONS	FORMAT	PRESS RUN	SIXTH PAGE <small>Tab: 5.145" x 3.714", B/S: 5.145" x 7.47", unless otherwise noted</small>					EIGHTH PAGE <small>Tab: H - 5.145" x 2.786", B/S: 5.145" x 5.285", unless otherwise noted</small>					BASEBAR <small>Tab/B/S: 10.375" X 1.785", unless otherwise noted</small>					SIXTEENTH <small>Tab/B/S: V- 2.54" x 2.786", H - 5.145" x 1.357", unless otherwise noted</small>					THIRTY SECOND PAGE <small>Tab/B/S: 2.54" X 1.357", unless otherwise noted</small>				
				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	Thurs	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 Kourier 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	\$71	\$67	\$64	\$60	\$57	\$38	\$36	\$34	\$32	\$30
King Connection	Thurs	Tab	8,300	\$207	\$188	\$163	\$155	\$141	\$163	\$148	\$128	\$122	\$111	\$203	\$186	\$161	\$146	\$139	\$86	\$78	\$67	\$65	\$59	\$45	\$41	\$35	\$32	\$31
Kingston Heritage	Thurs	Tab	45,919	\$440	\$417	\$396	\$373	\$352	\$330	\$314	\$298	\$281	\$264	\$252	\$239	\$226	\$214	\$201	\$173	\$165	\$156	\$148	\$139	\$91	\$87	\$82	\$78	\$72
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	\$190	\$181	\$171	\$161	\$152	\$86	\$82	\$78	\$72	\$68	\$45	\$43	\$41	\$39	\$36
Markham Economist & Sun	Thurs	Tab	72,000	\$1,415	\$1,249	\$1,075	\$962	\$906	\$1,114	\$983	\$847	\$758	\$713	\$1,155	\$1,019	\$878	\$785	\$739	\$585	\$516	\$445	\$398	\$374	\$307	\$271	\$233	\$209	\$197
Markham Econ. & Sun/Stouffville Sun-Tribune*	Thurs	Tab	86,500	\$1,653	\$1,475	\$1,279	\$1,151	\$1,056	\$1,301	\$1,162	\$1,007	\$906	\$832	\$1,349	\$1,204	\$1,044	\$939	\$862	\$683	\$610	\$529	\$476	\$437	\$359	\$320	\$278	\$250	\$229
Meaford Express	Wed	Tab	2,400	\$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
Midland Penetanguishene Mirror	Thurs	Tab	20,500	\$838	\$585	\$483	\$449	\$430	\$660	\$461	\$380	\$354	\$339	\$684	\$477	\$394	\$367	\$351	\$346	\$242	\$200	\$186	\$178	\$182	\$127	\$105	\$97	\$93
Milton Canadian Champion	Thurs	Tab	27,200	\$834	\$662	\$489	\$434	\$398	\$636	\$505	\$374	\$333	\$304	not available					\$318	\$252	\$186	\$166	\$152	\$160	\$126	\$92	\$82	\$76
Minto Express	Wed	Tab	1,500	\$258	\$254	\$241	\$233	\$229	\$203	\$200	\$190	\$183	\$180	\$211	\$207	\$197	\$190	\$187	\$107	\$105	\$100	\$96	\$95	\$56	\$55	\$52	\$51	\$50
Mississauga News	Thurs/Fri	Tab	124,500	\$2,864	\$2,794	\$2,411	\$1,935	\$1,394	\$2,205	\$2,053	\$1,817	\$1,523	\$1,053	\$2,864	\$2,794	\$2,411	\$1,935	\$1,394	\$1,170	\$1,088	\$970	\$794	\$559	\$647	\$600	\$529	\$441	\$294
Mississauga News (Apt/Condo/Malton Edition)	Thurs	Tab	75,900	\$1,176	\$1,104	\$901	\$856	\$856	\$926	\$870	\$709	\$674	\$674	\$1,176	\$1,104	\$901	\$856	\$856	\$486	\$456	\$373	\$354	\$354	\$255	\$240	\$195	\$186	\$186
Mississauga News (Full City)	Thurs/Fri or Thurs	Tab	200,400	\$3,205	\$3,099	\$2,735	\$2,264	\$1,706	\$2,529	\$2,382	\$2,123	\$1,806	\$1,382	\$3,205	\$3,099	\$2,735	\$2,264	\$1,706	\$1,347	\$1,264	\$1,117	\$953	\$735	\$735	\$694	\$618	\$523	\$400
Mount Forest Confederate	Wed	Tab	2,700	\$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
Muskokaregion.com (includes Bracebridge, Gravenhurst and Huntsville)	Thurs	Tab	27,000	\$792	\$713	\$674	\$634	\$594	\$624	\$562	\$530	\$499	\$468	\$647	\$582	\$550	\$518	\$485	\$328	\$295	\$279	\$262	\$246	\$172	\$155	\$146	\$138	\$129
The Muskokan (summer only)	Fri	Tab	12,000	\$679	\$611	\$577	\$543	\$509	\$535	\$481	\$455	\$428	\$401	\$555	\$499	\$471	\$444	\$416	\$281	\$253	\$239	\$225	\$211	\$147	\$133	\$125	\$118	\$111
Napanee Beaver	Thurs	Tab (6 x 212)	12,133	\$157	\$149	\$141	\$134	\$125	\$118	\$112	\$106	\$100	\$95	\$148	\$141	\$134	\$125	\$118	\$62	\$59	\$56	\$53	\$50	\$33	\$31	\$30	\$28	\$27
Nepean/Barrhaven News	Thurs	Tab	49,757	\$416	\$395	\$374	\$354	\$333	\$313	\$297	\$282	\$266	\$250	\$261	\$248	\$236	\$222	\$209	\$164	\$156	\$148	\$140	\$132	\$87	\$82	\$78	\$73	\$69
New Hamburg Independent	Wed	Tab	3,400	\$262	\$226	\$186	\$178	\$168	\$206	\$179	\$147	\$140	\$133	\$214	\$185	\$152	\$145	\$138	\$108	\$94	\$78	\$74	\$69	\$56	\$49	\$40	\$39	\$36
Newmarket Era/Aurora Banner/East Gwillimbury Express	Thurs	B/S	53,900	\$1,767	\$1,559	\$1,356	\$1,223	\$1,153	\$1,392	\$1,227	\$1,068	\$963	\$908	\$1,443	\$1,272	\$1,107	\$998	\$941	\$731	\$644	\$561	\$505	\$477	\$384	\$338	\$294	\$265	\$250
Newmarket Era, Aurora Banner, and Georgina Advocate	Sun	Tab	71,387	\$1,434	\$1,260	\$1,087	\$973	\$913	\$1,129	\$992	\$856	\$767	\$719	\$1,170	\$1,029	\$887	\$795	\$745	\$593	\$521	\$449	\$402	\$377	\$311	\$274	\$236	\$211	\$198
Niagara This Week (Grimsby,St. Cath/NiagFalls)	Wed		94,350	\$743	\$734	\$699	\$682	\$673	\$645	\$635	\$607	\$592	\$583	\$1,121	\$1,104	\$1,055	\$1,028	\$1,014	\$371	\$365	\$349	\$340	\$335	\$213	\$211	\$201	\$195	\$193
Niagara This Week (includes Grimsby Lincoln News)	Thurs	Tab: see specs	169,300	\$922	\$909	\$855	\$808	\$788	\$800	\$788	\$741	\$700	\$750	\$1,390	\$1,3													

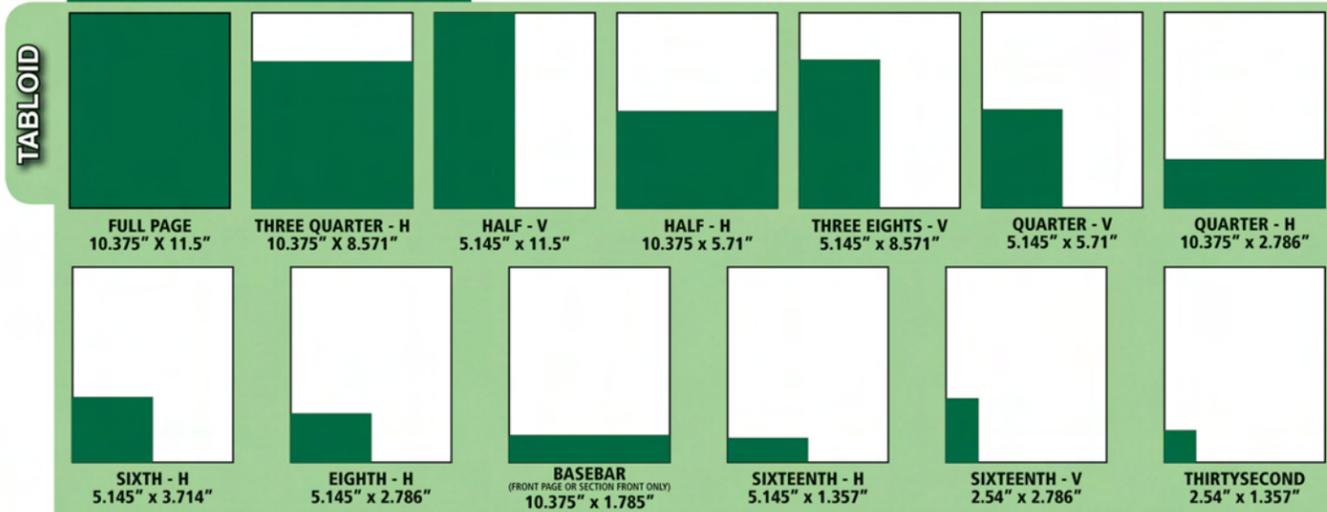
O - Z (Full, Three-Quarter, Half, Three-Eighths and Quarter)

COMMUNITY NEWSPAPERS	EDITIONS	FORMAT	PRESS RUN	FULL PAGE <small>Tab: 10.375" x 11.5", B/S: 10.375" X 21.5", unless otherwise noted</small>					THREE-QUARTER PAGE <small>Tab: 10.375" x 8.571", B/S: 10.375" X 16.125", unless otherwise noted</small>					HALF PAGE <small>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</small>					THREE-EIGHTHS <small>Tab: V - 5.145" x 8.571", B/S: V - 5.145" x 16.125", unless otherwise noted</small>					QUARTER PAGE <small>Tab: V - 5.145" x 5.71", H: 10.375" x 2.786", B/S: V - 5.145" x 10.75", H: 10.375" x 5.375", unless otherwise noted</small>				
				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	\$2,393	\$1,746	\$1,466	\$1,348	\$1,304	\$1,885	\$1,375	\$1,155	\$1,061	\$1,027	\$1,256	\$917	\$770	\$707	\$685
Orleans News	Thurs	Tab	48,813	\$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
Oshawa/Whitby This Week	Wed	Tab	81,519	\$9,856	\$8,557	\$7,417	\$6,977	\$6,218	\$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
Osh./Whit./Clarington This Week	Thurs	Tab	107,250	\$11,335	\$10,716	\$8,917	\$8,657	\$7,737	\$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. This Week/Clarington This Week/Pt.Perry Star*	Thurs	Tab	119,250	\$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	\$3,475	\$3,302	\$2,776	\$2,702	\$2,436
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	\$930	\$923	\$881	\$867	\$860
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	\$1,904	\$1,639	\$1,473	\$1,407	\$1,358	\$1,504	\$1,288	\$1,166	\$1,105	\$1,074	\$1,000	\$860	\$774	\$739	\$713
Parry Sound Beacon Star	Fri	Tab	8,500	\$3,595	\$3,175	\$3,058	\$3,038	\$3,018	\$2,992	\$2,620	\$2,523	\$2,506	\$2,490	\$2,013	\$1,746	\$1,682	\$1,671	\$1,660	\$1,585	\$1,375	\$1,324	\$1,316	\$1,307	\$1,066	\$917	\$883	\$877	\$872
Perth Courier	Thurs	Tab	12,451	\$784	\$746	\$706	\$667	\$627	\$648	\$615	\$582	\$550	\$518	\$416	\$395	\$374	\$354	\$333	\$340	\$323	\$306	\$289	\$272	\$223	\$212	\$201	\$190	\$179
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	\$3,256	\$2,598	\$2,134	\$1,887	\$1,843	\$2,564	\$2,046	\$1,681	\$1,486	\$1,452	\$1,709	\$1,364	\$1,121	\$990	\$968
	Fri	Tab	45,328	\$5,919	\$4,724	\$3,881	\$3,430	\$3,352	\$4,883	\$3,897	\$3,202	\$2,830	\$2,765	\$3,256	\$2,598	\$2,134	\$1,887	\$1,843	\$2,564	\$2,046	\$1,681	\$1,486	\$1,452	\$1,709	\$1,364	\$1,121	\$990	\$968
Picton Gazette	Thurs	Tab (6 x 212)	9,637	\$941	\$895	\$848	\$801	\$753	\$777	\$737	\$699	\$660	\$621	\$471	\$447	\$423	\$400	\$376	\$408	\$388	\$367	\$347	\$326	\$236	\$223	\$212	\$200	\$189
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	\$1,552	\$1,488	\$1,348	\$1,153	\$1,100	\$1,222	\$1,172	\$1,061	\$908	\$866	\$815	\$781	\$707	\$606	\$577
Quinte West News	Thurs	Tab	16,057	\$1,845	\$1,223	\$1,089	\$911	\$822	\$1,522	\$1,009	\$899	\$752	\$678	\$1,015	\$672	\$599	\$501	\$452	\$799	\$530	\$472	\$395	\$356	\$533	\$353	\$315	\$263	\$237
Renfrew Mercury	Thurs	Tab	15,298	\$1,303	\$1,237	\$1,172	\$1,107	\$1,042	\$1,075	\$1,021	\$967	\$913	\$860	\$659	\$626	\$594	\$560	\$527	\$564	\$536	\$508	\$479	\$451	\$334	\$317	\$300	\$284	\$267
Richmond Hill/Thornhill Liberal	Thurs	Tab	86,400	\$8,232	\$6,252	\$5,508	\$5,174	\$4,978	\$6,791	\$5,158	\$4,544	\$4,269	\$4,107	\$4,528	\$3,439	\$3,029	\$2,846	\$2,738	\$3,565	\$2,708	\$2,385	\$2,241	\$2,156	\$2,377	\$1,805	\$1,590	\$1,494	\$1,438
The Sachem	Thurs	Tab	21,624	\$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	\$959	\$917	\$696	\$696	\$696	\$640	\$611	\$464	\$464	\$464
Scarborough Mirror	Thurs	Tab	125,550	\$12,373	\$12,275	\$11,283	\$10,459	\$9,879	\$10,207	\$10,127	\$9,308	\$8,629	\$8,149	\$6,805	\$6,751	\$6,205	\$5,753	\$5,433	\$5,359	\$5,317	\$4,887	\$4,530	\$4,279	\$3,573	\$3,544	\$3,258	\$3,020	\$2,852
Smiths Falls Record News	Thurs	Tab	11,294	\$1,099	\$1,043	\$988	\$933	\$879	\$907	\$861	\$816	\$770	\$725	\$589	\$559	\$529	\$500	\$471	\$475	\$452	\$428	\$404	\$380	\$318	\$302	\$286	\$270	\$254
South Asian Focus	Thurs	Tab (10 x 175)	28,200	See enclosed rate card					See enclosed rate card					See enclosed rate card					See enclosed rate card									
St. Catharines/Niagara Falls/Grimsby- Niagara This Week	Wed	Tab: see specs	94,350	\$3,807	\$3,749	\$3,587	\$3,499	\$3,440	\$3,141	\$3,093	\$2,959	\$2,886	\$2,838	\$2,094	\$2,062	\$1,973	\$1,924	\$1,892	\$1,649	\$1,624	\$1,554	\$1,515	\$1,490	\$1,099	\$1,082	\$1,036	\$1,010	\$993
St. Catharines/Thorold/Niagara Falls/Fort Erie/Welland/Pelham&Wainfleet/Grimsby/Port Colborne- Niagara This Week	Thurs	Tab: see specs	169,300	\$4,719	\$4,645	\$4,381	\$4,131	\$4,028	\$3,893	\$3,832	\$3,614	\$3,408	\$3,323	\$2,595	\$2,555	\$2,409	\$2,272	\$2,215	\$2,044	\$2,012	\$1,897	\$1,789	\$1,745	\$1,363	\$1,341	\$1,265	\$1,193	\$1,163
St. Lawrence News	Thurs	Tab	29,807	\$1,585	\$1,506	\$1,427	\$1,347	\$1,268	\$1,308	\$1,242	\$1,177	\$1,112	\$1,047	\$839	\$798	\$756	\$714	\$671	\$686	\$652	\$618	\$583	\$549	\$459	\$437	\$413	\$391	\$367
St. Marys Journal-Argus	Wed	Tab	3,400	\$1,298	\$1,276	\$1,188	\$1,144	\$1,122	\$1,071	\$1,053	\$980	\$944	\$926	\$714	\$702	\$653	\$629	\$617	\$562	\$553	\$515	\$495	\$486	\$375	\$368	\$343	\$330	\$324
	Thurs	Tab	6,900	\$1,584	\$1,562	\$1,474	\$1,430	\$1,408	\$1,307	\$1,289	\$1,216	\$1,180	\$1,162	\$871	\$859	\$811	\$787	\$774	\$686	\$677	\$638	\$619	\$610	\$457	\$451	\$426	\$413	\$407
St. Thomas/Elgin Weekly News	Thurs	Tab	30,400	\$1,168	\$1,110	\$1,087	\$1,052	\$935	\$935	\$916	\$896	\$868	\$771	\$687	\$610	\$598	\$578	\$514	\$551	\$481	\$471	\$455	\$405	\$378	\$320	\$314	\$304	\$270
Stittsville News	Thurs	Tab	12,887	\$1,035	\$984	\$932	\$880	\$828	\$855	\$812	\$769	\$726	\$683	\$525	\$500	\$473	\$447	\$420	\$449	\$426	\$404	\$381	\$359	\$267	\$253	\$240	\$226	\$213
Stoney Creek News	Thurs	Tab	30,826	\$3,783	\$3,214	\$2,313	\$1,999	\$1,999	\$3,121	\$2,652	\$1,908	\$1,649	\$1,649	\$2,081	\$1,768	\$1,272	\$1,100	\$1,100	\$1,638	\$1,392	\$1,002	\$866	\$866	\$1,092	\$928	\$668	\$577	\$577
Stouffville Sun-Tribune	Thurs	Tab	14,500	\$2,430	\$2,332	\$2,117	\$1,940	\$1,568	\$2,005	\$1,924	\$1,746	\$1,601	\$1,294	\$1,337	\$1,283	\$1,164	\$1,067	\$862	\$1,053	\$1,010	\$917	\$840	\$679	\$702	\$673	\$611	\$560	\$453
Stratford Gazette	Thurs	Tab	20,000	\$2,310	\$2,178	\$1,738	\$1,430	\$1,430	\$1,906	\$1,797	\$1,434	\$1,180	\$1,180	\$1,271	\$1,198	\$956	\$787	\$787	\$1,001	\$943	\$753	\$619	\$619	\$667	\$629	\$502	\$413	\$413
Toronto - All Publications - Thursday*	Thurs	Tab	498,780	\$52,952	\$51,645	\$47,529	\$45,035	\$43,679	\$43,686	\$42,608	\$39,212	\$37,																

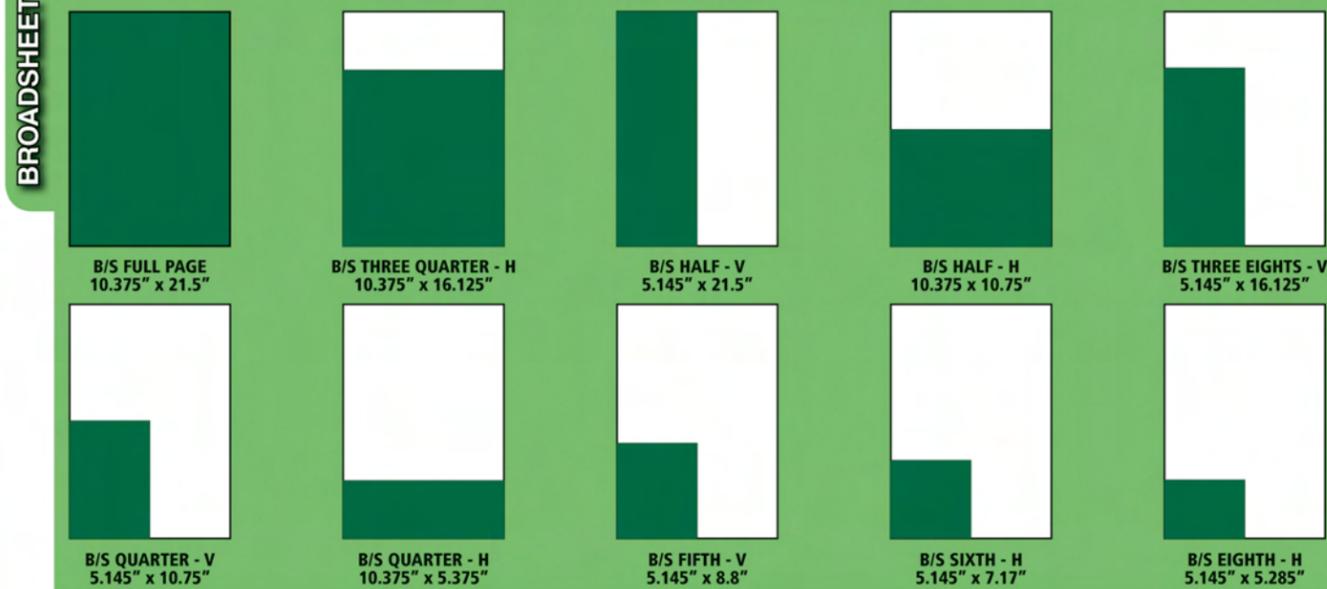
O - Z (Sixth, Eighth, Basebar, Sixteenth and Thirty-Second)

COMMUNITY NEWSPAPERS	EDITIONS	FORMAT	PRESS RUN	SIXTH PAGE <small>Tab: 5.145" x 3.714", B/S: 5.145" x 7.17", unless otherwise noted</small>					EIGHTH PAGE <small>Tab: H - 5.145" x 2.786", B/S: 5.145" x 5.285", unless otherwise noted</small>					BASEBAR <small>Tab/B/S: 10.375" X 1.785", unless otherwise noted</small>					SIXTEENTH <small>Tab/B/S: V- 2.54" x 2.786", H - 5.145" x 1.357", unless otherwise noted</small>					THIRTY SECOND PAGE <small>Tab/B/S: 2.54" X 1.357", unless otherwise noted</small>				
				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	\$1,654	\$1,450	\$1,058	\$967	\$916	\$1,303	\$1,141	\$833	\$762	\$722	\$1,350	\$1,183	\$863	\$790	\$748	\$684	\$599	\$437	\$400	\$379	\$359	\$314	\$229	\$210	\$199
	Fri	Tab	45,850	\$1,464	\$1,283	\$936	\$856	\$811	\$1,153	\$1,010	\$737	\$674	\$639	\$1,195	\$1,047	\$764	\$699	\$662	\$605	\$530	\$387	\$354	\$335	\$318	\$278	\$203	\$186	\$176
Orangeville Banner	Tues	Tab	19,490	\$524	\$460	\$370	\$351	\$343	\$413	\$362	\$291	\$276	\$270	\$428	\$376	\$302	\$286	\$280	\$217	\$190	\$153	\$145	\$142	\$114	\$100	\$80	\$76	\$75
	Thurs	Tab	23,500	\$607	\$543	\$445	\$419	\$407	\$478	\$428	\$351	\$330	\$321	\$496	\$444	\$363	\$342	\$333	\$251	\$225	\$184	\$173	\$168	\$132	\$118	\$97	\$91	\$88
Orillia Today	Thurs	Tab	23,800	\$838	\$611	\$513	\$472	\$457	\$660	\$481	\$404	\$371	\$360	\$684	\$499	\$419	\$385	\$373	\$346	\$253	\$212	\$195	\$189	\$182	\$133	\$111	\$102	\$99
Orleans News	Thurs	Tab	48,813	\$416	\$395	\$374	\$354	\$333	\$313	\$297	\$282	\$266	\$250	\$261	\$248	\$236	\$222	\$209	\$164	\$156	\$148	\$140	\$132	\$87	\$82	\$78	\$73	\$69
Oshawa/Whitby This Week	Wed	Tab	81,519	\$1,897	\$1,647	\$1,428	\$1,343	\$1,196	\$1,494	\$1,297	\$1,124	\$1,058	\$942	\$1,548	\$1,344	\$1,166	\$1,097	\$977	\$784	\$681	\$591	\$555	\$495	\$412	\$358	\$310	\$292	\$260
Osh./Whit./Clarington This Week	Thurs	Tab	107,250	\$2,182	\$2,062	\$1,717	\$1,667	\$1,489	\$1,719	\$1,625	\$1,352	\$1,313	\$1,173	\$1,781	\$1,684	\$1,401	\$1,361	\$1,216	\$902	\$853	\$710	\$689	\$616	\$473	\$448	\$372	\$362	\$323
Osh./Whit. This Week/Clarington This Week/Pt.Perry Star*	Thurs	Tab	119,250	\$2,316	\$2,201	\$1,851	\$1,801	\$1,624	\$1,825	\$1,734	\$1,458	\$1,419	\$1,279	\$1,891	\$1,797	\$1,511	\$1,470	\$1,326	\$958	\$910	\$765	\$745	\$671	\$503	\$477	\$402	\$391	\$353
Ottawa East News	Thurs	Tab	29,011	\$416	\$395	\$374	\$354	\$333	\$313	\$297	\$282	\$266	\$250	\$261	\$248	\$236	\$222	\$209	\$164	\$156	\$148	\$140	\$132	\$87	\$82	\$78	\$73	\$69
Ottawa South News	Thurs	Tab	41,157	\$416	\$395	\$374	\$354	\$333	\$313	\$297	\$282	\$266	\$250	\$261	\$248	\$236	\$222	\$209	\$164	\$156	\$148	\$140	\$132	\$87	\$82	\$78	\$73	\$69
Ottawa West News	Thurs	Tab	35,902	\$416	\$395	\$374	\$354	\$333	\$313	\$297	\$282	\$266	\$250	\$261	\$248	\$236	\$222	\$209	\$164	\$156	\$148	\$140	\$132	\$87	\$82	\$78	\$73	\$69
Parkdale-Liberty Villager	Thurs	Tab	25,680	\$620	\$615	\$587	\$578	\$573	\$488	\$484	\$462	\$455	\$451	\$506	\$503	\$479	\$472	\$468	\$256	\$254	\$243	\$238	\$237	\$135	\$133	\$127	\$126	\$125
Parry Sound North Star	Wed	B/S	3,500	\$666	\$574	\$516	\$493	\$475	\$526	\$451	\$408	\$387	\$375	\$546	\$467	\$422	\$401	\$389	\$276	\$236	\$214	\$202	\$198	\$145	\$125	\$113	\$107	\$104
Parry Sound Beacon Star	Fri	Tab	8,500	\$705	\$611	\$589	\$585	\$581	\$559	\$481	\$464	\$461	\$458	\$575	\$499	\$480	\$477	\$474	\$291	\$253	\$243	\$242	\$240	\$156	\$133	\$128	\$127	\$126
Perth Courier	Thurs	Tab	12,451	\$154	\$147	\$139	\$132	\$123	\$116	\$110	\$104	\$99	\$93	\$123	\$117	\$111	\$105	\$99	\$61	\$58	\$55	\$52	\$49	\$32	\$31	\$29	\$28	\$26
Peterborough This Week	Wed	Tab	45,828	\$1,139	\$909	\$747	\$660	\$645	\$897	\$716	\$588	\$520	\$508	\$930	\$742	\$610	\$539	\$527	\$471	\$376	\$309	\$273	\$267	\$247	\$197	\$162	\$143	\$140
	Fri	Tab	45,328	\$1,139	\$909	\$747	\$660	\$645	\$897	\$716	\$588	\$520	\$508	\$930	\$742	\$610	\$539	\$527	\$471	\$376	\$309	\$273	\$267	\$247	\$197	\$162	\$143	\$140
Picton Gazette	Thurs	Tab (6 x 212)	9,637	\$157	\$149	\$141	\$134	\$125	\$118	\$112	\$106	\$100	\$95	\$148	\$141	\$134	\$125	\$118	\$62	\$59	\$56	\$53	\$50	\$33	\$31	\$30	\$28	\$27
Port Perry Star	Thurs	Tab	12,000	\$543	\$521	\$472	\$404	\$385	\$428	\$410	\$371	\$318	\$303	\$444	\$425	\$385	\$330	\$314	\$225	\$215	\$195	\$167	\$159	\$118	\$113	\$102	\$88	\$84
Quinte West News	Thurs	Tab	16,057	\$355	\$235	\$210	\$175	\$158	\$280	\$185	\$165	\$138	\$125	\$290	\$192	\$171	\$143	\$129	\$147	\$97	\$87	\$73	\$65	\$77	\$51	\$46	\$38	\$34
Renfrew Mercury	Thurs	Tab	15,298	\$222	\$211	\$200	\$189	\$177	\$175	\$166	\$158	\$149	\$140	\$205	\$195	\$185	\$174	\$164	\$92	\$88	\$83	\$79	\$73	\$48	\$46	\$44	\$41	\$39
Richmond Hill/Thornhill Liberal	Thurs	Tab	86,400	\$1,585	\$1,204	\$1,060	\$996	\$958	\$1,248	\$948	\$835	\$784	\$755	\$1,294	\$983	\$865	\$813	\$782	\$655	\$498	\$438	\$412	\$396	\$344	\$261	\$230	\$216	\$208
The Sachem	Thurs	Tab	21,624	\$426	\$407	\$309	\$309	\$309	\$336	\$321	\$244	\$244	\$244	\$348	\$333	\$253	\$253	\$253	\$176	\$168	\$128	\$128	\$128	\$93	\$88	\$67	\$67	\$67
Scarborough Mirror	Thurs	Tab	125,550	\$2,382	\$2,363	\$2,172	\$2,014	\$1,901	\$1,875	\$1,860	\$1,711	\$1,586	\$1,497	\$1,944	\$1,930	\$1,773	\$1,644	\$1,553	\$985	\$977	\$898	\$833	\$786	\$516	\$513	\$472	\$437	\$413
Smiths Falls Record News	Thurs	Tab	11,294	\$219	\$209	\$198	\$187	\$175	\$165	\$157	\$149	\$141	\$133	\$172	\$164	\$155	\$147	\$138	\$87	\$83	\$79	\$73	\$69	\$46	\$43	\$41	\$39	\$37
South Asian Focus	Thurs	Tab (10 x 175)	28,200	See enclosed rate card					See enclosed rate card					See enclosed rate card					See enclosed rate card									
St. Catharines/Niagara Falls/Grimsby- Niagara This Week	Wed	Tab: see specs	94,350	not available					\$577	\$568	\$544	\$530	\$521	\$698	\$687	\$658	\$641	\$631	\$303	\$298	\$285	\$278	\$274	\$159	\$157	\$150	\$146	\$144
St. Catharines/Thorold/Niagara Falls/Fort Erie/Welland/Pelham&Wainfleet/Grimsby/Port Colborne- Niagara This Week	Thurs	Tab: see specs	169,300	not available					\$715	\$704	\$664	\$626	\$611	\$865	\$852	\$803	\$757	\$738	\$376	\$370	\$349	\$329	\$321	\$197	\$194	\$183	\$173	\$168
St. Lawrence News	Thurs	Tab	29,807	\$314	\$298	\$283	\$267	\$251	\$236	\$224	\$212	\$201	\$189	\$249	\$237	\$224	\$212	\$199	\$124	\$117	\$111	\$105	\$99	\$65	\$62	\$58	\$55	\$52
St. Marys Journal-Argus	Wed	Tab	3,400	\$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
	Thurs	Tab	6,900	\$305	\$301	\$284	\$275	\$271	\$240	\$237	\$223	\$217	\$213	\$249	\$245	\$232	\$225	\$221	\$126	\$124	\$117	\$114	\$112	\$66	\$65	\$62	\$60	\$59
St. Thomas/Elgin Weekly News	Thurs	Tab	30,400	\$267	\$214	\$209	\$202	\$180	\$204	\$168	\$165	\$159	\$142	not available					\$105	\$88	\$86	\$84	\$74	\$55	\$46	\$45	\$44	\$39
Stittsville News	Thurs	Tab	12,887	\$177	\$169	\$160	\$151	\$142	\$140	\$133	\$125	\$118	\$112	\$163	\$155	\$147	\$139	\$131	\$73	\$69	\$66	\$62	\$59	\$39	\$37	\$35	\$33	\$31
Stoney Creek News	Thurs	Tab	30,826	\$728	\$619	\$445	\$385	\$385	\$573	\$487	\$351	\$303	\$303	\$594	\$505	\$363	\$314	\$314	\$301	\$256	\$184	\$159	\$159	\$158	\$134	\$97	\$84	\$84
Stouffville Sun-Tribune	Thurs	Tab	14,500	\$468	\$449	\$407	\$374	\$302	\$368	\$354	\$321	\$294	\$238	\$382	\$367	\$333	\$305	\$246	\$193	\$186	\$168	\$154	\$125	\$102	\$97	\$88	\$81	\$66
Stratford Gazette	Thurs	Tab	20,000	\$445	\$419	\$335	\$275	\$275	\$350	\$330	\$263	\$217	\$217	\$363	\$342	\$273	\$225	\$225	\$184	\$173	\$138	\$114	\$114	\$97	\$91	\$73	\$60	\$60
Toronto - All Publications - Thursday*	Thurs	Tab	498,780	\$10,194	\$9,942	\$9,149	\$8,670	\$8,408	\$8,027	\$7,829	\$7,206	\$6,828	\$6,621	\$8,321	\$8,116	\$7,469	\$7,077	\$6,863	\$4,215	\$4,110	\$3,783	\$3,584	\$3,476	\$2,212	\$2,158	\$1,986	\$1,881	\$1,825
Trent Hills Independent	Thurs	Tab	11,808	\$308	\$227	\$164	\$154	\$137	\$243	\$179	\$129	\$121	\$108	\$252	\$185	\$134	\$126	\$112	\$127	\$94	\$68	\$64	\$57	\$67	\$49	\$36	\$33	\$30
Uxbridge Times-Journal	Thurs	Tab	10,500	\$453	\$430	\$392	\$381	\$374	\$357	\$339	\$309	\$300	\$294	\$370	\$351	\$320	\$311	\$305	\$187	\$178	\$162	\$158	\$154	\$98	\$93	\$85	\$83	\$81
Vaughan Citizen	Thurs	Tab	58,500	\$909	\$698	\$619	\$577	\$551	\$716	\$550	\$487	\$455	\$434	\$742	\$570	\$505	\$471	\$450	\$376	\$289	\$256	\$239	\$228	\$197	\$152	\$134	\$125	\$120
Walkerton Herald-Times	Thurs	Tab	2,600	\$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
Wasaga Sun-Stayner Sun	Thurs	Tab	13,150	\$628	\$508																							

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"

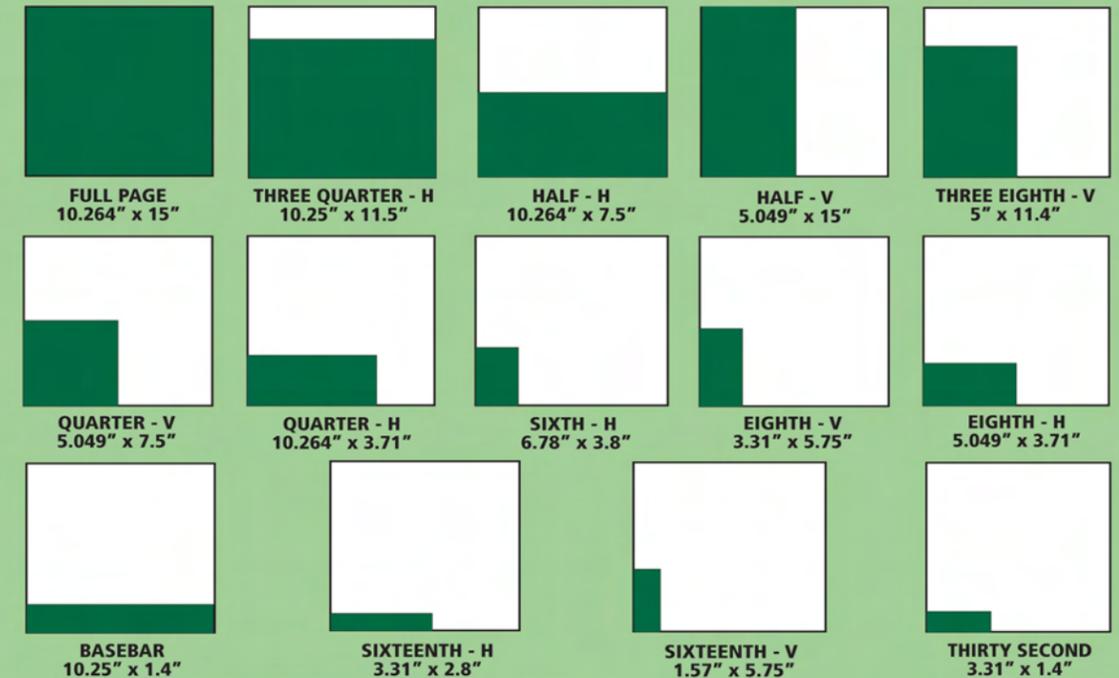
The Hamilton Spectator and Waterloo Region Record are 10 x 307 (10.5" x 21.929") and the Guelph Mercury is 10 x 296 (10.5" x 21.4").

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](ftp://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.

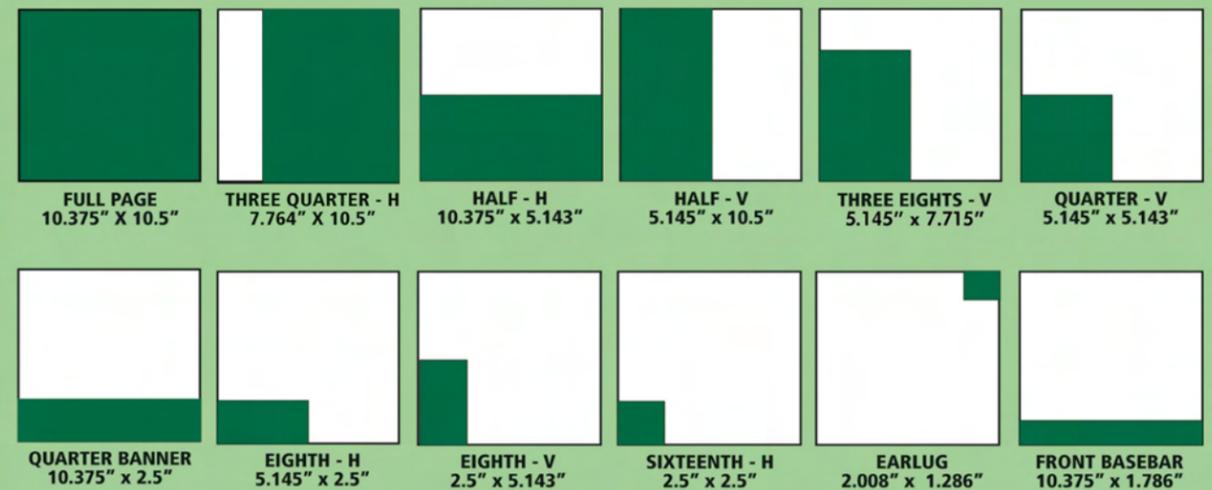
Modular Sizes - Napanee and Picton

TABLOID



Modular Sizes - Niagara

TABLOID



Eastern Ontario Region Colour Charges

* Rates are 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 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\$71 per M
 Apartment Bag Inserts\$71 per M
 Other days on request
 Prices on request for pieces over 2 oz. (57 grams) in weight.

Distribution Volume Rates

- Volume rates available on request
- Prices F.O.B. Metroland distribution centres
- Shipping instructions on request
- Insert received after 4 working days prior to publication date subject to \$10 per M premium
- Net inserting and distribution rates are non-commissionable.
- 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
	- 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

	Ad Unit	Impressions	Execution	Rate
Community Sites	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	Details
	Home Page Take Over	IP Targeting	\$50 CPM	
	Roadblocking (exl. Home Page)			
	Interstitial			
Catfish				
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	
	The Spec or The Record	\$250	Cost per article, 12 months	
Community Site		\$250		
Article Written & Hosted	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	For Targeted HPTOs and Display Ads, rates may vary	
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)	
	Mail to Home	\$0.16 CPC		
Coupons	Print at Home	\$0.12 CPC	Plus \$2,500 marketing & management fee	
	Mobile Coupons	\$1 per coupon + coupon value	Based on per redemption	
	Hosted National	\$5,000 + prize + \$1 per opt-in	Plus prize and opt-ins	
Contesting	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	
	National	\$40 CPM		
	City	\$50 CPM		
Exclusive Email	Postal Code	\$60 CPM	Minimum \$2,000 spend	
	Based on past coupon orders	\$70 CPM	Email must include offer, deal or strong savings	
	Additional demographic targeting (i.e. age, income, children, brand affinity, etc.)	additional \$10 CPM per target		
Product	Execution	Rate	Details	
Exclusive Email	National	\$40 CPM	Minimum \$2,000 spend	
	Provincial/ City	\$50 CPM	Email must include offer, deal or strong savings	
	Additional demographic targeting (i.e. age, income, children, brand affinity, etc.)	additional \$10 CPM per target		
Mixed Email	Prime placement	\$40 CPM	Minimum \$2,000 spend	
	Secondary placement	\$10 CPM		
Hosted Contest	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	ROS, IP Targeting	\$20 CPM		
HPTO	ROS, IP Targeting	\$1,000/day EN \$1,500/day EN & FR		
Roadblocking (exl. Home Page)	Leaderboard, Big Box	\$50 CPM	For Targeted HPTOs and Display Ads, rates may vary	
Pop-Up/Lay Over Ad Unit	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	Minimum \$2,000 spend	
	Geo-targeted	\$50 CPM		
Newsletter	Prime Top Deals Newsletter Inclusions	\$8 CPM		
	TravelKit Sponsorship	\$20 CPM		
	Top Deals Newsletter Inclusions	\$0.25 CPC	Rate determined by CPC bidding model and may fluctuate for a fixed position in partner listing.	
Search	TripSearch	\$0.18 + CPC	Rate determined by CPC bidding model and may fluctuate for a fixed position in partner listing.	
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	

