

Advertising Rates & Information



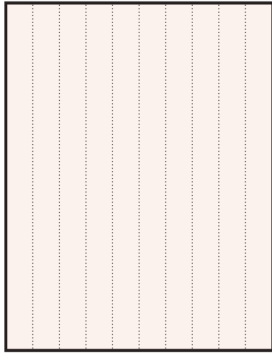
		basebar	full page	three quarters	half page	three eights	quarter page	sixth page	eighth page	sixteenth page	thirty-second
GUELPH MERCURY Tribune. TUESDAY CIRCULATION 39,717 NEWSPAPER BOOKING DEADLINE - Friday by 10:00 am	52x	\$269	\$1,525	\$1,264	\$854	\$680	\$465	\$322	\$261	\$154	\$97
	26x	\$275	\$1,564	\$1,297	\$876	\$697	\$477	\$330	\$267	\$157	\$99
	13x	\$281	\$1,603	\$1,329	\$897	\$714	\$488	\$337	\$273	\$160	\$101
	4x	\$346	\$2,015	\$1,668	\$1,124	\$892	\$607	\$416	\$335	\$193	\$118
	1x	\$408	\$2,407	\$1,992	\$1,339	\$1,062	\$720	\$492	\$395	\$224	\$134
GUELPH MERCURY Tribune. THURSDAY CIRCULATION 44,871 NEWSPAPER BOOKING DEADLINE - Tuesday by 10:00 am	52x	\$292	\$1,674	\$1,387	\$936	\$745	\$508	\$351	\$284	\$166	\$103
	26x	\$299	\$1,717	\$1,423	\$960	\$763	\$521	\$360	\$290	\$169	\$106
	13x	\$306	\$1,759	\$1,458	\$983	\$782	\$533	\$367	\$297	\$173	\$108
	4x	\$377	\$2,213	\$1,830	\$1,233	\$978	\$664	\$454	\$365	\$209	\$130
	1x	\$445	\$2,645	\$2,185	\$1,470	\$1,165	\$790	\$540	\$430	\$245	\$145
CAMBRIDGE Times. TUESDAY CIRCULATION 42,163 NEWSPAPER BOOKING DEADLINE - Friday by 11:30 am	52x	\$269	\$1,525	\$1,264	\$854	\$680	\$465	\$322	\$261	\$154	\$97
	26x	\$275	\$1,564	\$1,297	\$876	\$697	\$477	\$330	\$267	\$157	\$99
	13x	\$281	\$1,603	\$1,329	\$897	\$714	\$488	\$337	\$273	\$160	\$101
	4x	\$346	\$2,015	\$1,668	\$1,124	\$892	\$607	\$416	\$335	\$193	\$118
	1x	\$408	\$2,407	\$1,992	\$1,339	\$1,062	\$720	\$492	\$395	\$224	\$134
CAMBRIDGE Times. THURSDAY CIRCULATION 47,480 NEWSPAPER BOOKING DEADLINE - Tuesday by 11:30 am	52x	\$292	\$1,674	\$1,387	\$936	\$745	\$508	\$351	\$284	\$166	\$103
	26x	\$299	\$1,717	\$1,423	\$960	\$763	\$521	\$360	\$290	\$169	\$106
	13x	\$306	\$1,759	\$1,458	\$983	\$782	\$533	\$367	\$297	\$173	\$108
	4x	\$377	\$2,213	\$1,830	\$1,233	\$978	\$664	\$454	\$365	\$209	\$130
	1x	\$445	\$2,645	\$2,185	\$1,470	\$1,165	\$790	\$540	\$430	\$245	\$145
KITCHENER Post. THURSDAY CIRCULATION 60,000 NEWSPAPER BOOKING DEADLINE - Monday by 10:30 am	52x	\$340	\$1,979	\$1,640	\$1,104	\$876	\$596	\$409	\$329	\$190	\$116
	26x	\$355	\$2,074	\$1,720	\$1,160	\$920	\$624	\$430	\$344	\$198	\$120
	13x	\$369	\$2,168	\$1,795	\$1,208	\$958	\$651	\$446	\$358	\$204	\$124
	4x	\$473	\$2,825	\$2,337	\$1,569	\$1,244	\$841	\$572	\$457	\$257	\$152
	1x	\$528	\$3,171	\$2,622	\$1,760	\$1,393	\$940	\$638	\$510	\$284	\$166
WATERLOO Chronicle. THURSDAY CIRCULATION 32,000 NEWSPAPER BOOKING DEADLINE - Monday by 10:30 am	52x	\$226	\$1,250	\$1,038	\$703	\$561	\$386	\$269	\$219	\$132	\$86
	26x	\$235	\$1,309	\$1,087	\$736	\$587	\$403	\$281	\$228	\$137	\$89
	13x	\$244	\$1,368	\$1,135	\$768	\$612	\$420	\$292	\$237	\$141	\$91
	4x	\$309	\$1,779	\$1,474	\$994	\$791	\$539	\$371	\$299	\$174	\$108
	1x	\$343	\$1,995	\$1,652	\$1,113	\$884	\$601	\$412	\$332	\$191	\$117
NEW HAMBURG Independent. WEDNESDAY CIRCULATION 4,747 NEWSPAPER BOOKING DEADLINE - Friday by 12:00 noon	52x	\$152	\$780	\$649	\$445	\$358	\$250	\$178	\$148	\$94	\$66
	26x	\$158	\$819	\$682	\$467	\$375	\$262	\$186	\$154	\$98	\$68
	13x	\$164	\$858	\$714	\$488	\$392	\$273	\$193	\$160	\$101	\$69
	4x	\$192	\$1,035	\$860	\$585	\$468	\$324	\$227	\$187	\$115	\$77
	1x	\$217	\$1,191	\$989	\$671	\$536	\$369	\$258	\$210	\$127	\$83

All rates shown include **print2web** online advertising

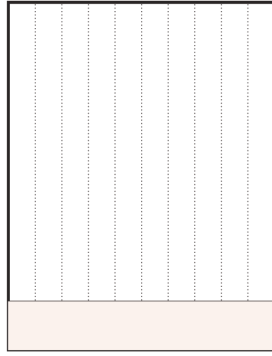
colour rates - \$300 spot colour per paper
\$550 full process colour per paper

Advertising Sizes

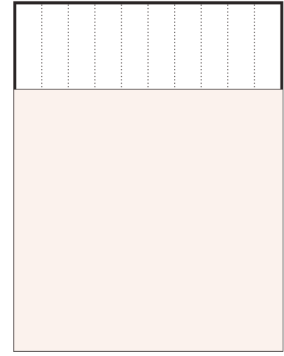
FRONT LUG 2"x2"
PAGE 3 LUG 2.3"x.86"



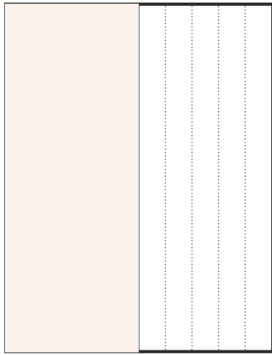
FULL PAGE
10.375 11.5



BASEBAR
10.375 1.786



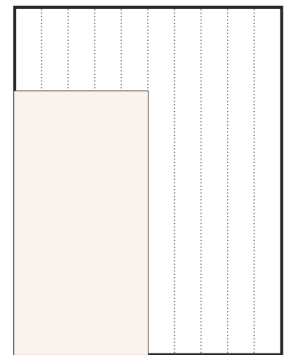
THREE QUARTERS - H
10.375 8.571



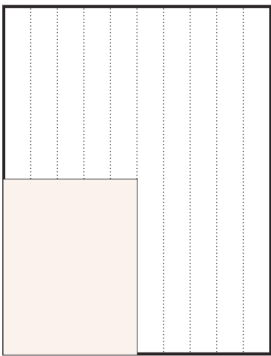
HALF - V
5.145 11.5



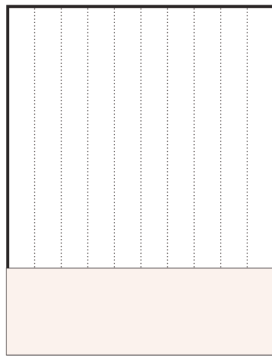
HALF - H
10.375 5.714



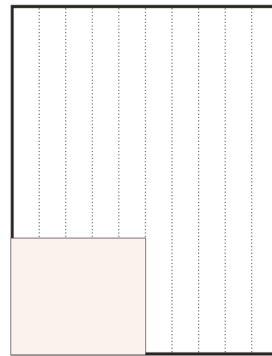
THREE EIGHTS
5.145 8.571



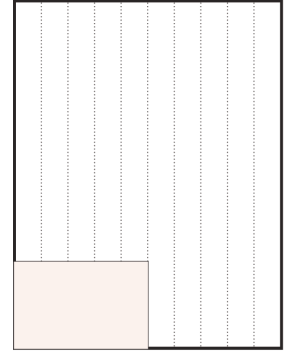
QUARTER - V
5.145 5.714



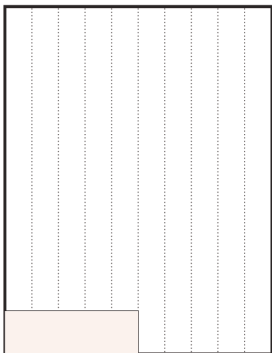
QUARTER - H
10.375 2.785



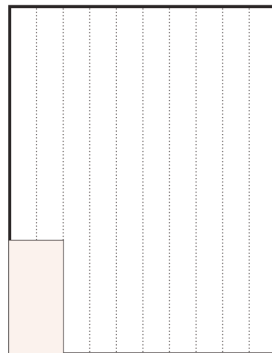
SIXTH - H



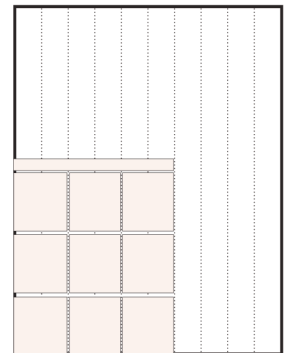
EIGHTH - H
5.145 2.785



SIXTEENTH - H
5.145 1.357



SIXTEENTH - V
2.008 3.571



THIRTYSECOND
2.008 1.785

FAIRWAY GROUP OF NEWSPAPERS Flyer Rates & Information



pieces delivered annually with Metroland	rate per m
up to 250,000 annually	\$55 per m
250,000 to 500,000 annually	\$50 per m
500,000 to 750,000 annually	\$45 per m
750,000 to 1,000,000 annually	\$43 per m
over 1,000,000 annually	\$42 per m
Independent.	\$90 per 1000

flyer deadlines ALL DUE THE WEEK BEFORE DISTRIBUTION

GUELPH & CAMBRIDGE

Tuesday Flyer Booking Deadlines: Tuesday by noon
Tuesday Flyer Arrival Deadlines: Tuesday by noon

GUELPH & CAMBRIDGE

Thursday Flyer Booking Deadlines: Thursday by noon
Thursday Flyer Arrival Deadlines: Thursday by noon

KITCHENER

Thursday Flyer Booking Deadlines: Tuesday 9 days prior before 5pm
Thursday Flyer Arrival Deadlines: Wednesday prior by noon

WATERLOO

Thursday Flyer Booking Deadlines: Tuesday 9 days prior before 5pm
Thursday Flyer Arrival Deadlines: Wednesday prior by noon

NEW HAMBURG

Wednesday Flyer Booking Deadlines: Wednesday by noon
Wednesday Flyer Arrival Deadlines: Wednesday by noon



flyer shipping

GUELPH, CAMBRIDGE & NEW HAMBURG

c/o Burlington Post
5300 Harvester Rd., Burlington, Ontario, L7L 5N5
905-634-1710
Receiving open between the hours of
8:30 am - 5:00 pm., Mon. - Fri., 10:00 am - 4:00 pm, Sun.

KITCHENER & WATERLOO

44 Frid Street, Hamilton, ON L8N 3G3
Receiving open between the hours of 7:15 am - 2:00 pm only.

Visit save.ca

flyers. coupons. deals. savings tips.

Place your ad or coupon on save.ca and reach
1.6 million unique visitors for as low as \$100 monthly
www.save.ca

Market Reach

BY METROLAND PUBLICATION

	Guelph Mercury Tribune	Kitchener Post	Waterloo Chronicle	Cambridge Times	New Hamburg Independent
City Households					
Guelph	38,516				
Kitchener		60,000			
Waterloo			32,000		
Cambridge				41,358	
New Hamburg					3,715
NOB Rural	5,154			5,317	697
Distant Rural	*11,341				
Dealers	1,201			805	335
Total	56,212	60,000	32,000	47,480	4,747

*Flyer delivery only

FSA by Income Level

FAIRWAY GROUP NEWSPAPERS

Guelph Mercury Tribune

N1L	\$125,401
N1C	\$120,764
N1K	\$101,707
N1G	\$96,020
N1E	\$82,382
N1H	\$72,516

Cambridge Times

N1T	\$116,756
N1P	\$98,191
N1S	\$96,889
N3C	\$96,775
N3H/N3C	\$87,331
N3H	\$77,886
N1R	\$70,148

Kitchener Post

N2P	\$134,631
N2R	\$111,492
N2N	\$104,594
N2A	\$92,289
N2B	\$81,100
N2E	\$80,769
N2M	\$73,885
N2H	\$65,698
N2C	\$63,677
N2G	\$57,088

New Hamburg Independent

N0B	\$120,190
N3A	\$100,696
N0J	\$82,049

Waterloo Chronicle

N2J	\$174,305
N2T	\$130,738
N2K	\$130,272
N2V	\$128,885
N2L	\$82,304



FAIRWAY GROUP OF NEWSPAPERS Flyer Distribution Data

REVISIONS EFFECTIVE JUNE, 2017



Tuesday & Thursday

GUELPH CARRIER DELIVERY

Truck	FSA	Area	Amount
N1E	ED	North/East: Speedvale E, Victoria	2,215
		EE Central: York, Victoria N, Elizabeth	1,765
		EF Central: Eramosa, Speedvale E	3,074
		EG East: Victoria, Eastview, Watson	4,842
		Totals	11,896
N1G	GA	South: College, Niksa	884
		GB Central: Gordon, Edinburgh, College	1,817
		GC South: Stone, Edinburgh, Kortwright	2,158
		GG South: Stone, Clair, Hanlon, Gordon	2,486
		Totals	7,345
N1H	HA	Central: Norfolk, Waterloo, Silvercreek	2,233
		HB Central/North: London, Westmount, Woodlawn	3,373
		HE West/North: Hanlon, Imperial N, Speedvale W	2,205
		HH Fire, Whitelaw	774
		Totals	8,555
N1K	KA	Speedvale W, Elmira S	446
		KB West: Hanlon, Imperial, Elmira, Hwy #24	1,910
		Totals	2,356
NIC	CA	South: Downey, Niska, Kortwright W	1,030
		Totals	3,498
N1L	LA	Clair, Victoria, Gordon	3,498
		Totals	3,836
Guelph City Totals			38,516

GUELPH RURAL DELIVERED

Area 1	Hwy 6, 6th Line E, First Line/18, Woodlawn Rd W	1,377
Area 2	Watson Rd, Erin/Halton, Hwy 124, Cnty Rd 125	1,000
Area 3	Stone Rd, Clair Rd, Hwy 401, Hanlon	1,005
Area 4	Hwy 124, Cambridge/Guelph Townline, Hwy 401, Hanlon	593
Area 5	Hwy 6, Fegus 18, Eramosa/Erin Townline, Hwy 124	1,179
Totals		5,154

GUELPH OTHER DELIVERED

Stores/Boxes, Administration, Mailed Subscriptions & Service Copies **1,201**

EMC RURAL DELIVERY

Fergus	5,108
Arthur	1,461
Elora	2,862
Rockwood	1,910
Totals	11,341

TOTAL DISTRIBUTION AVAILABLE **56,212**



Thursday

KITCHENER SOUTH: All areas south of Conestoga Pkwy and Ottawa St. N., East of the Parkway to City Limits. West and South to City Limits

KITCHENER NORTH: All areas north of Conestoga Pkwy and Ottawa St., East of the Parkway to City Limits. West to City Limits. North to Waterloo City Limits

KITCHENER SOUTH:

Truck	FSA	Area	Amount
N2A	N2A	Lackner Woods, Stanley Pk, Chicopee Areas	7,910
		Kingsdale Area	2,970
		Laurentian West, Laurentian Hills, Country Hills Areas	10,690
		Pioneer Tower, Doon, Pioneer Park Areas	4,690
		Huron Park, Trussler, Brigadoon Areas	2,380
Totals South Zone			28,640

KITCHENER NORTH:

N2B	Grand River North, Heritage Park, Rosemount Areas	5,030	
N2G	Downtown East of King, Rockway Areas	3,310	
N2H	Downtown West of King Areas	5,950	
N2M	Forest Hill, Victoria Hills Area	9,290	
N2N	Forest Heights, Highland West, Boardwalk Areas	7,780	
Totals North Zone			31,360

TOTAL DISTRIBUTION AVAILABLE **60,000**



Wednesday

NEW HAMBURG CARRIER DELIVERY

Truck	FSA	Area	Amount
N3A	N3A	New Hamburg	2,287
		Baden	1,428
		Totals	3,715
Mailed	N3A	New Hamburg	237
Mailed	N3A	Baden	70
Mailed	N3A	Shakespeare	30
Mailed	NOB	Petersburg	49
Mailed	NOB 2H0	Plattsville	20
Mailed	NOJ 1B0	Bright	18
Mailed	NOB 2L0	St. Agatha	34
Mailed	NOB 2E0	New Dundee	47
Mailed	NOB 2R0	Tavistock	68
Mailed	NOB 2T0	Wellesley	116
Totals			858
Office/Dealer copies			400
TOTAL DISTRIBUTION AVAILABLE			4,747



Thursday

WATERLOO DELIVERY

Truck	FSA	Area	Amount
N2J	N2J	Glenridge, Willowdale, Uptown Breithaupt	4,410
		Lincoln Village, Colonial Acres, Eastbridge, Bridgeport	7,850
		Lakeshore, Columbia, Westmount, Beechwood, Keatsway, Breezewood	7,690
N2T	N2T	Upper Beechwood, Resurrection, Laurel Creek	6,270
N2V	N2V	North Lakeshore, Laurel Creek, Claire Hills	4,580
		Office/Dealer copies	405
		Apartment/Lobby Drops	795
TOTAL DISTRIBUTION AVAILABLE			32,000



Tuesday & Thursday

CAMBRIDGE CITY ZONE

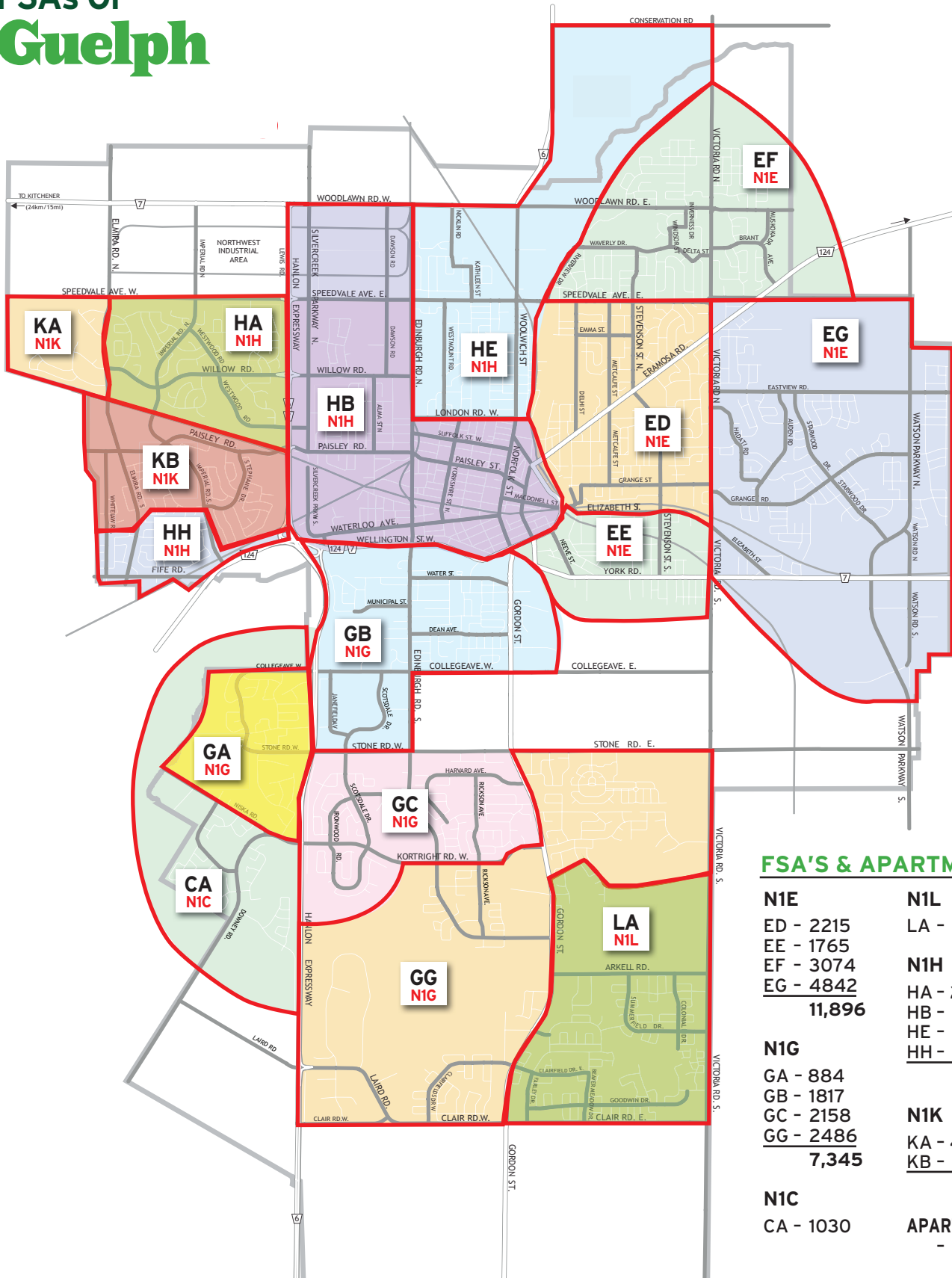
Truck	FSA	Area	Amount
SA	N1S	West Galt (North of Cedar)	2,749
RB	N1R	North Galt (South of Avenue Rd)	1,049
RA	N1R	North Galt (North of Avenue Rd)	4,609
TA	N1T	North East of Galt (Saginaw)	4,272
HA	N3H	Preston (West of King)	2,719
HB	N3H	Preston (East of King)	3,692
CA	N3C	Hespeler (North West)	5,219
CB	N3C	Hespeler (South East)	2,295
RC	N1R	Galt (Between Water & Elgin)	3,048
RD	N1R	Galt (East of Elgin)	2,595
SB	N1S	West Galt (South of Cedar)	3,065
PA	N1P	Galt (South of Myers Rd)	2,588
N1R/S/T/P Galt Apartments (Lobby)			2,215
N3H/C Preston/Hespeler Apartments (Lobby)			1,270
Totals			41,385

Dealers & Stores 805
(NOTE: flyer insertion not available)
Office//Service 100

CAMBRIDGE RURAL ZONE THURSDAY ONLY

FSA	Area	Amount
NOB	Ayr City Limits	1,490
Area 1	North of 401 & West of Puslinch	749
Area 2	East of Cambridge, Barbers Beach	488
Area 3	South East Cambridge, Clyde	603
Area 4	Sheffield & Branchton	572
Area 5	South Cambridge & Glenmorris	620
Area 6	South West Cambridge, Roseville	743
Totals		5,265
TOTAL DISTRIBUTION AVAILABLE		46,750

FSA's OF Guelph

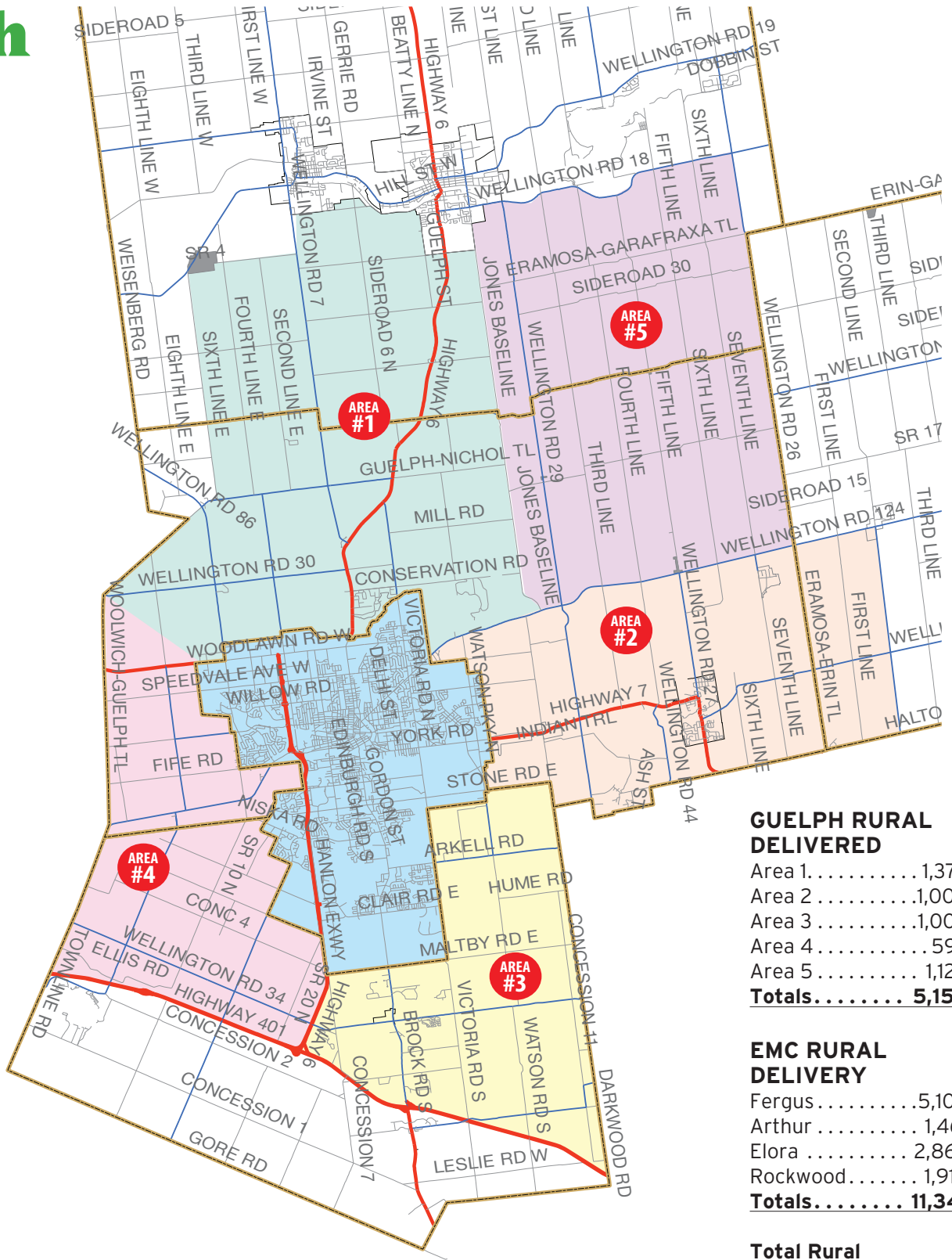


FSA'S & APARTMENTS

N1E	N1L
ED - 2215	LA - 3498
EE - 1765	N1H
EF - 3074	HA - 2233
EG - 4842	HB - 3373
11,896	HE - 2205
N1G	HH - 744
GA - 884	8,555
GB - 1817	N1K
GC - 2158	KA - 446
GG - 2486	KB - 1910
7,345	2,356
N1C	APARTMENTS
CA - 1030	- 3,836

Dealers/Stores/Boxes/
Admin. Mailed Subscriptions
and Service/Office Copies - 1,201
Total 39,717

MAP OF Guelph Rural Areas



GUELPH RURAL DELIVERED

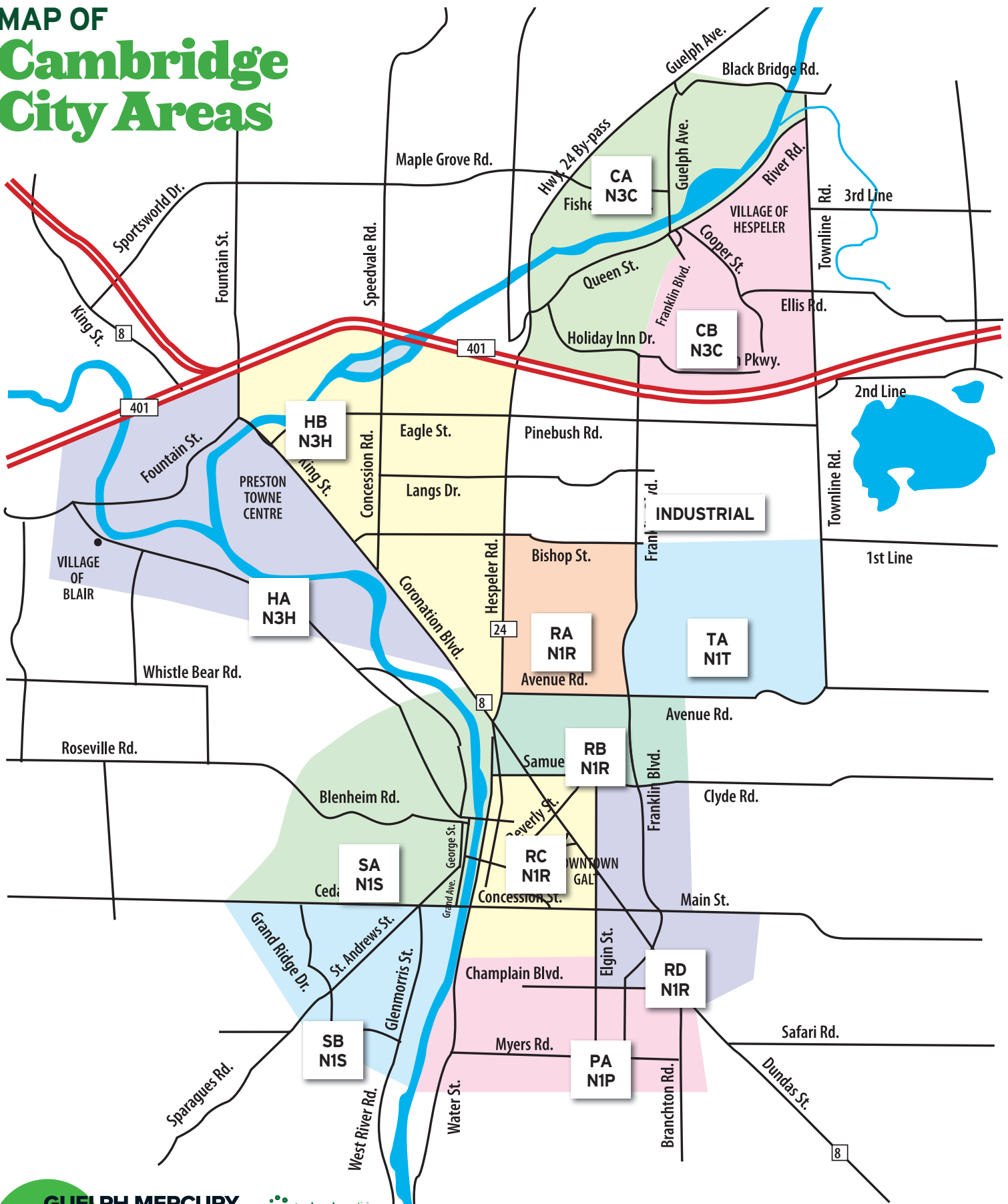
Area 1.....	1,377
Area 2.....	1,000
Area 3.....	1,005
Area 4.....	593
Area 5.....	1,129
Totals.....	5,154

EMC RURAL DELIVERY

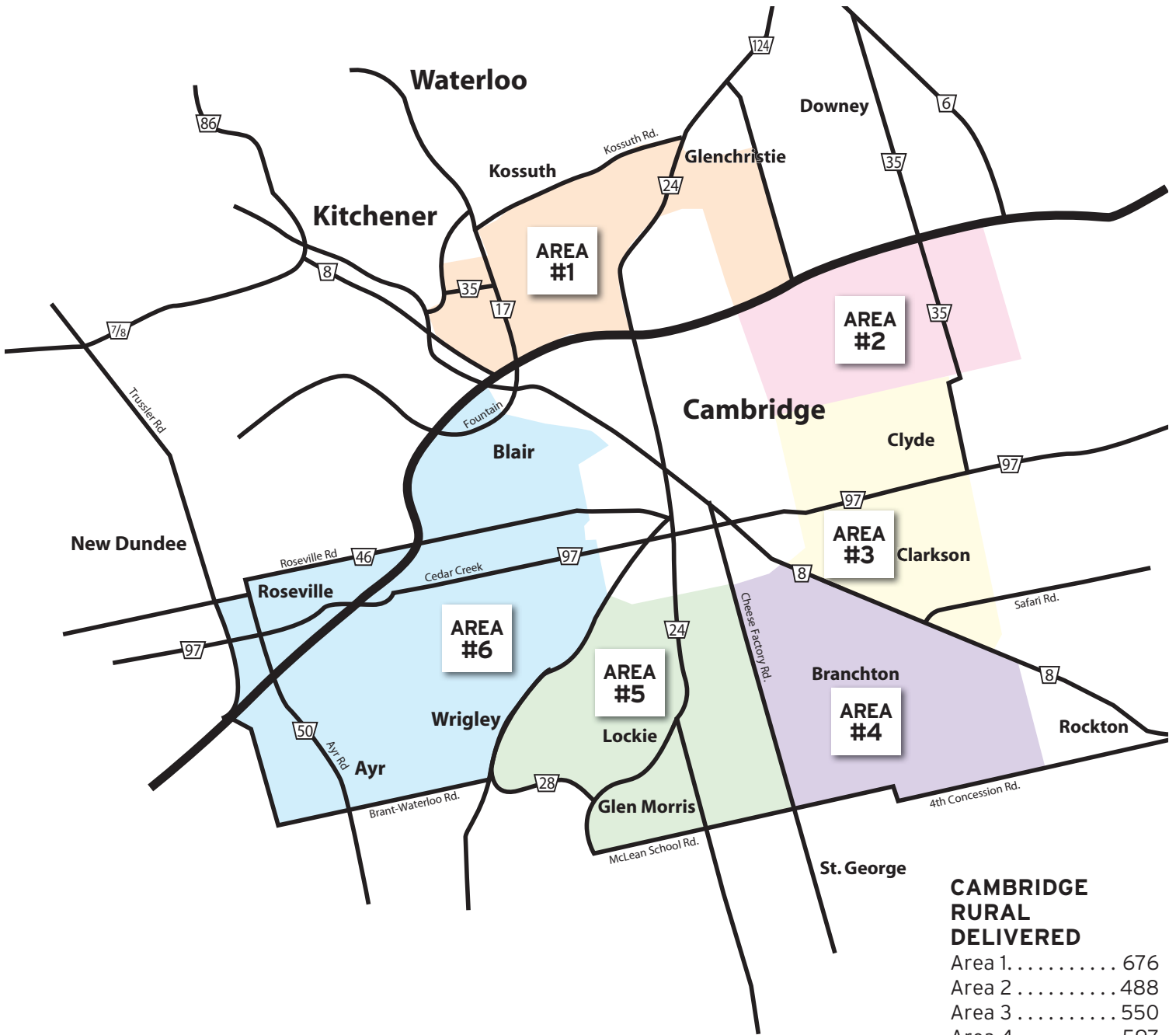
Fergus.....	5,108
Arthur.....	1,461
Elora.....	2,862
Rockwood.....	1,910
Totals.....	11,341

Total Rural Distribution . . 16,495

MAP OF Cambridge City Areas



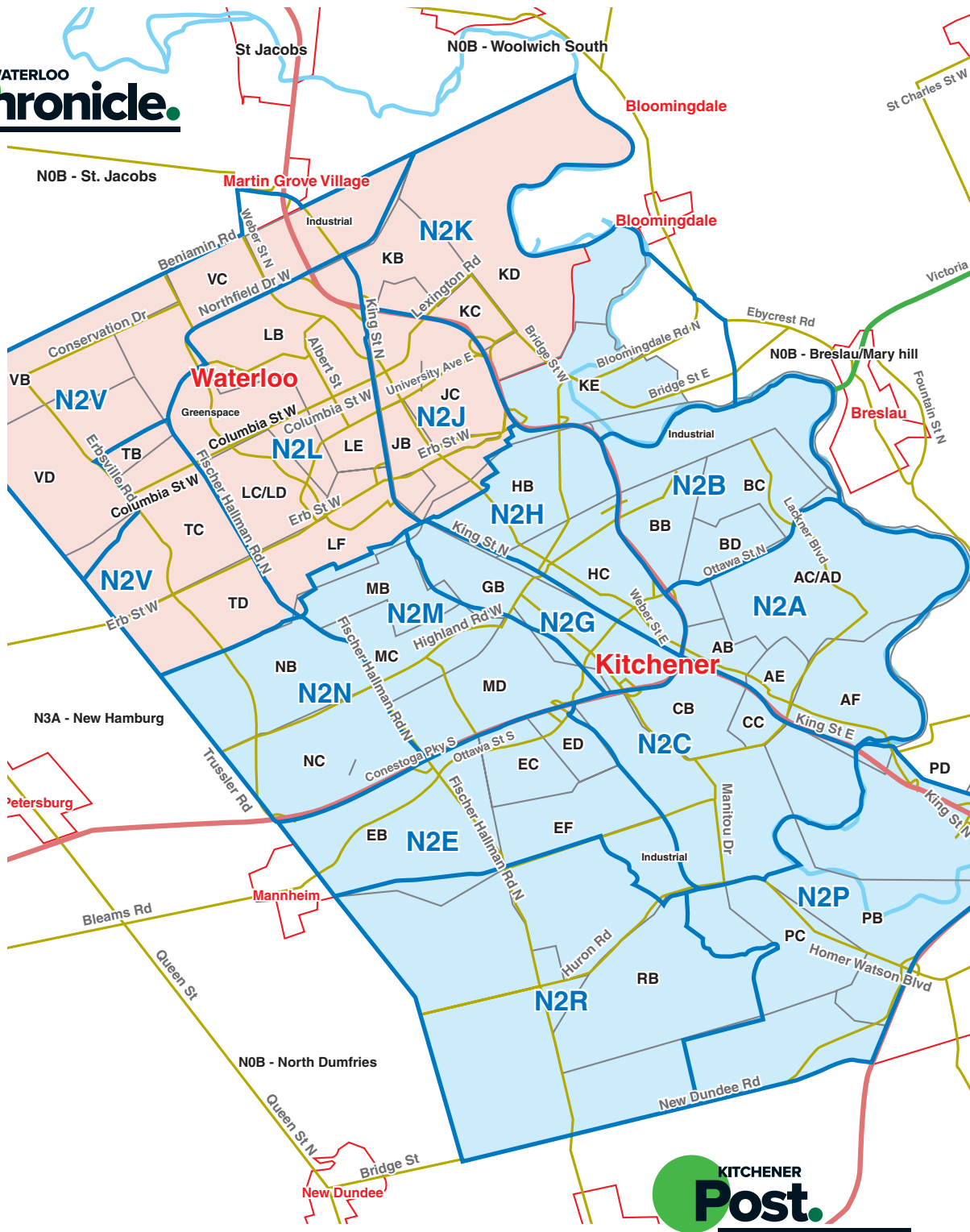
MAP OF Cambridge Rural Areas



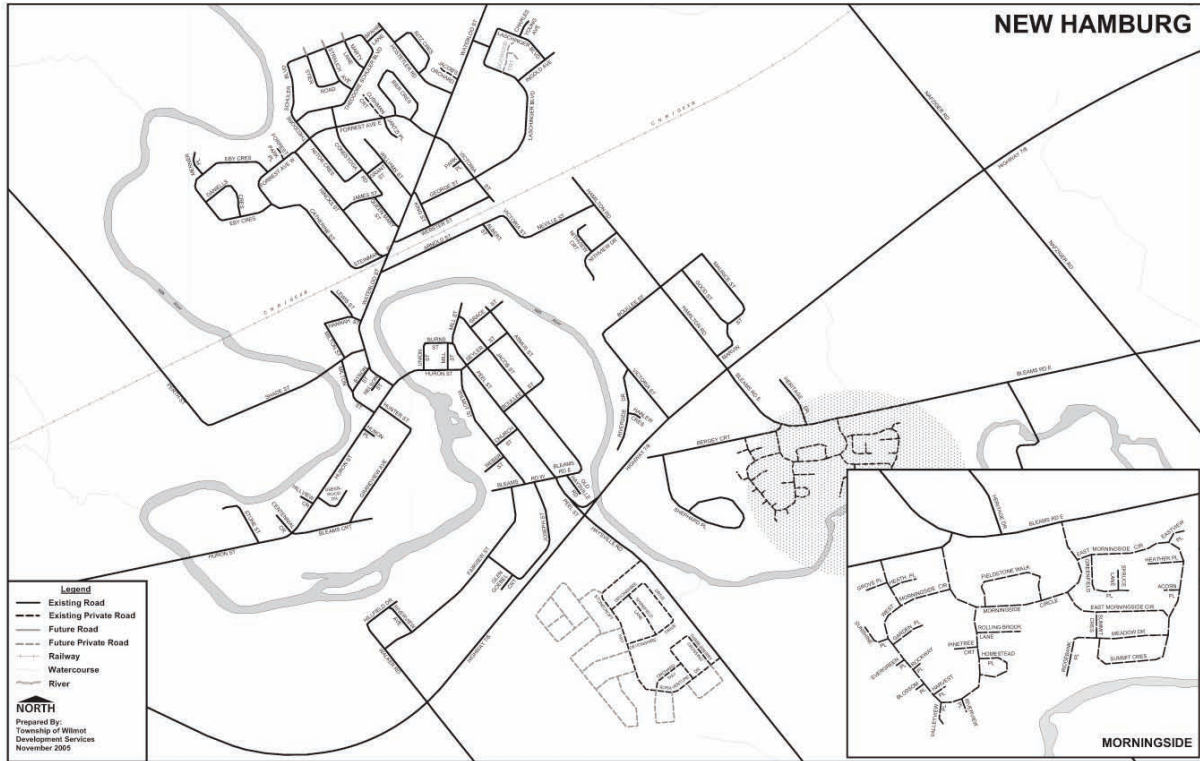
CAMBRIDGE RURAL DELIVERED

Area 1.....	676
Area 2.....	488
Area 3.....	550
Area 4.....	597
Area 5.....	758
Area 6.....	729
AYR.....	1,519
Total.....	5,317

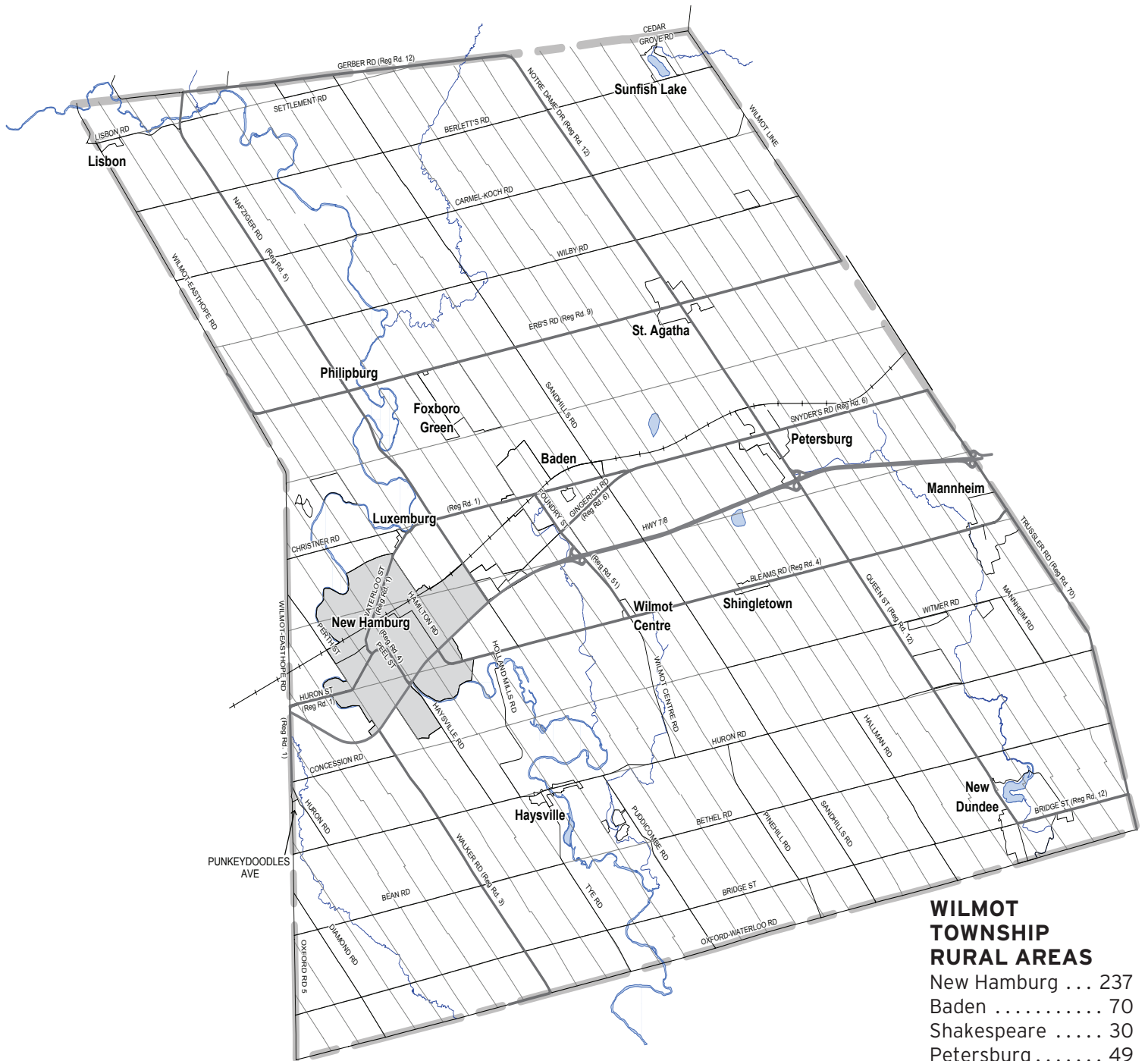
MAP OF Kitchener & Waterloo City Areas



MAP OF New Hamburg & Baden



MAP OF Wilmot Township Rural Areas



WILMOT TOWNSHIP RURAL AREAS

New Hamburg	... 237
Baden 70
Shakespeare 30
Petersburg 49
Plattsville 20
Bright 18
St. Agatha 34
New Dundee 47
Tavistock 68
Wellesley 116
Totals 858

Production Contact Information

FAX

519.763.4814

E-MAIL INFORMATION

composing@guelphmercurytribune.com

INSTRUCTIONS FOR SENDING ADS ON FTP (Macintosh Compatible)

GUELPH MERCURY TRIBUNE FTP SITE:

HOST: ftp.guelphtribune.ca

USER ID: gtads

PASSWORD: adsend

PLEASE EMAIL US ONCE THE MATERIAL HAS BEEN SENT

Mechanical Requirements

MEDIA

CD, DVD, USB Memory Stick

PROGRAMS USED

Adobe Creative Suite 3

Please make sure the document is COMPRESSED (Stuffit or Zip)

If you are using a higher version of InDesign, be sure to include an INX file.

IMAGES & LOGOS

jpg - psd (photoshop) - tiff or eps files

300 dpi if possible

NO Microsoft Word, Powerpoint or Corel Wordperfect files

FINISHED WORK

PDF only please, high resolution

Ad Material Deadlines

GUELPH MERCURY TRIBUNE

Tuesday - Friday by 3:00 pm

Thursday - Tuesday by 3:00 pm

CAMBRIDGE TIMES

Tuesday - Friday by 3:00 pm

Thursday - Tuesday by 3:00 pm

WATERLOO CHRONICLE

Thursday - Tuesday by 12 noon

KITCHENER POST

Thursday - Tuesday by 3:00 pm

NEW HAMBURG INDEPENDENT

Wednesday - Friday by 3:00 pm

