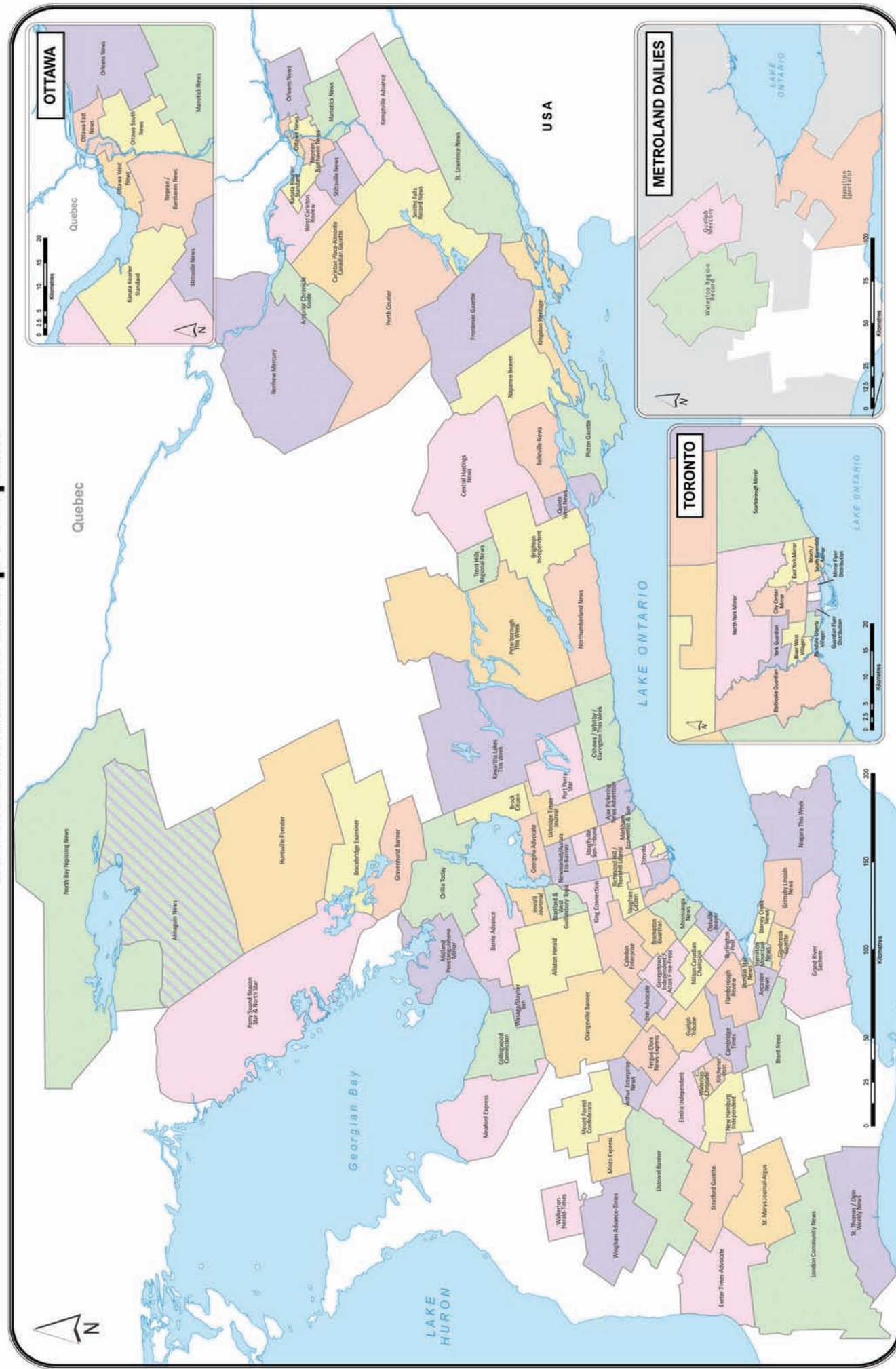


**Metroland Media Group Footprint**



**metrolandmedia** Metroland Corporate Sales, Market Research and GIS Department, 2013  
Connected to your community



**Net Alphabetical  
 Modular Rate Card**



**March 2013**

10 Tempo Avenue, Toronto, Ontario M2H 2N8  
 tel: 416.493.1300 fax: 416.493.0623 corporate.sales@metroland.com  
[www.millionsofreaders.com](http://www.millionsofreaders.com) [www.metroland.com](http://www.metroland.com)

Modular Net Rates/Effective March 4, 2013

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

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

COMMUNITY NEWSPAPERS				FULL PAGE Tab: 10.375" x 11.5" B/S: 10.375" x 21.5" unless otherwise noted					THREE-QUARTER PAGE Tab: 10.375" x 8.571" B/S: 10.375" x 16.125" unless otherwise noted					HALF PAGE Tab: V - 5.145" x 11.5" H - 10.375" x 5.71" B/S: V - 5.145" x 21.5" H - 10.375" x 10.75" unless otherwise noted					THREE-EIGHTS Tab: V - 5.145" x 8.571" B/S: V - 5.145" x 16.125" unless otherwise noted					QUARTER PAGE 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							
EDITIONS	FORMAT	PRESS RUN	ONE TIME	4 TIMES	13 TIMES	26 TIMES	52 TIMES	ONE TIME	4 TIMES	13 TIMES	26 TIMES	52 TIMES	ONE TIME	4 TIMES	13 TIMES	26 TIMES	52 TIMES	ONE TIME	4 TIMES	13 TIMES	26 TIMES	52 TIMES	ONE TIME	4 TIMES	13 TIMES	26 TIMES	52 TIMES				
Ajax/Pickering News Advertiser	Wed	Tab	54,400	\$5,821	\$4,626	\$4,057	\$3,881	\$3,567	\$4,802	\$3,816	\$3,347	\$3,202	\$2,943	\$3,202	\$2,544	\$2,231	\$2,134	\$1,962	\$2,521	\$2,003	\$1,757	\$1,681	\$1,545	\$1,681	\$1,336	\$1,172	\$1,121	\$1,030			
	Thurs	Tab	54,400	\$5,821	\$4,626	\$4,057	\$3,881	\$3,567	\$4,802	\$3,816	\$3,347	\$3,202	\$2,943	\$3,202	\$2,544	\$2,231	\$2,134	\$1,962	\$2,521	\$2,003	\$1,757	\$1,681	\$1,545	\$1,681	\$1,336	\$1,172	\$1,121	\$1,030			
Alliston Herald	Thurs	Tab	21,500	\$4,136	\$3,077	\$2,528	\$2,234	\$2,176	\$3,412	\$2,539	\$2,086	\$1,843	\$1,795	\$2,275	\$1,692	\$1,391	\$1,229	\$1,197	\$1,791	\$1,333	\$1,095	\$968	\$942	\$1,194	\$889	\$730	\$645	\$628			
Almaguin News	Thurs	B/S	4,600	\$1,836	\$1,746	\$1,595	\$1,535	\$1,475	\$1,515	\$1,440	\$1,316	\$1,266	\$1,217	\$1,010	\$960	\$877	\$844	\$811	\$795	\$756	\$691	\$665	\$639	\$530	\$504	\$461	\$443	\$426			
Ancaster News	Thurs	Tab	12,283	\$2,176	\$1,901	\$1,372	\$1,078	\$1,078	\$1,795	\$1,568	\$1,132	\$889	\$889	\$1,197	\$1,046	\$755	\$593	\$593	\$942	\$823	\$594	\$467	\$467	\$628	\$549	\$396	\$311	\$311			
Arnprior Chronicle Guide	Thurs	Tab (10 x 189)	8,105	\$1,027	\$976	\$924	\$873	\$822	\$848	\$805	\$763	\$720	\$678	\$520	\$495	\$468	\$443	\$416	\$445	\$422	\$401	\$378	\$356	\$263	\$250	\$237	\$224	\$211			
Arthur Enterprise News	Wed	Tab	1,000	\$1,100	\$1,078	\$1,012	\$968	\$946	\$908	\$889	\$835	\$799	\$780	\$605	\$593	\$557	\$532	\$520	\$476	\$467	\$438	\$419	\$410	\$318	\$311	\$292	\$280	\$273			
Barrie Advance	Tues	Tab	52,800	\$4,600	\$4,140	\$3,726	\$3,353	\$2,977	\$3,565	\$3,209	\$2,888	\$2,599	\$2,307	\$2,530	\$2,277	\$2,049	\$1,844	\$1,637	\$1,898	\$1,708	\$1,537	\$1,383	\$1,228	\$1,392	\$1,252	\$1,127	\$1,014	\$901			
Barrie Advance/Innisfil Journal (zoning available)	Thurs	Tab	63,600	\$5,900	\$5,310	\$4,779	\$4,286	\$3,894	\$4,573	\$4,115	\$3,704	\$3,322	\$3,018	\$3,245	\$2,921	\$2,628	\$2,357	\$2,142	\$2,434	\$2,190	\$1,971	\$1,768	\$1,606	\$1,785	\$1,606	\$1,446	\$1,297	\$1,178			
Belleville News	Thurs	Tab (10 x 189)	24,135	\$1,414	\$1,343	\$1,273	\$1,203	\$1,131	\$1,167	\$1,109	\$1,050	\$991	\$933	\$754	\$716	\$678	\$641	\$603	\$613	\$581	\$551	\$520	\$490	\$410	\$390	\$369	\$349	\$328			
Bloor West Villager	Thurs	Tab	33,800	\$3,417	\$3,334	\$3,190	\$3,025	\$2,984	\$2,818	\$2,751	\$2,631	\$2,496	\$2,462	\$1,878	\$1,833	\$1,755	\$1,664	\$1,641	\$1,479	\$1,444	\$1,382	\$1,310	\$1,293	\$986	\$963	\$921	\$874	\$862			
Bracebridge Examiner	Wed	B/S	5,500	\$2,920	\$2,709	\$2,589	\$2,589	\$2,589	\$2,409	\$2,235	\$2,136	\$2,136	\$2,136	\$1,606	\$1,490	\$1,424	\$1,424	\$1,424	\$1,265	\$1,173	\$1,121	\$1,121	\$1,121	\$843	\$782	\$747	\$747	\$747			
Bradford West Gwillimbury Topic	Thurs	Tab	10,300	\$1,764	\$1,686	\$1,548	\$1,411	\$1,333	\$1,455	\$1,391	\$1,277	\$1,164	\$1,100	\$970	\$927	\$852	\$776	\$733	\$764	\$730	\$671	\$611	\$577	\$509	\$487	\$447	\$407	\$385			
Brampton Guardian	Wed	Tab	116,000	\$7,291	\$6,880	\$5,429	\$4,939	\$4,743	\$6,015	\$5,676	\$4,479	\$4,075	\$3,913	\$4,010	\$3,784	\$2,986	\$2,717	\$2,609	\$3,158	\$2,980	\$2,352	\$2,139	\$2,054	\$2,105	\$1,986	\$1,568	\$1,426	\$1,370			
Brampton Guardian	Thurs	Tab	125,500	\$7,291	\$6,880	\$5,429	\$4,939	\$4,743	\$6,015	\$5,676	\$4,479	\$4,075	\$3,913	\$4,010	\$3,784	\$2,986	\$2,717	\$2,609	\$3,158	\$2,980	\$2,352	\$2,139	\$2,054	\$2,105	\$1,986	\$1,568	\$1,426	\$1,370			
Brampton Guardian	Fri	Tab	116,000	\$7,291	\$6,880	\$5,429	\$4,939	\$4,743	\$6,015	\$5,676	\$4,479	\$4,075	\$3,913	\$4,010	\$3,784	\$2,986	\$2,717	\$2,609	\$3,158	\$2,980	\$2,352	\$2,139	\$2,054	\$2,105	\$1,986	\$1,568	\$1,426	\$1,370			
Brampton South Asian Focus	Thurs	Tab	28,200	See enclosed rate card																											
Brant News	Thurs	Tab	49,003	\$2,242	\$1,898	\$1,811	\$1,760	\$1,724	\$1,681	\$1,461	\$1,389	\$1,350	\$1,300	\$1,139	\$1,001	\$949	\$922	\$880	\$943	\$782	\$753	\$702	\$667	\$667	\$518	\$500	\$466	\$443			
Brighton Independent	Thurs	Tab	17,300	\$2,215	\$2,038	\$1,744	\$1,627	\$1,548	\$1,827	\$1,682	\$1,439	\$1,342	\$1,277	\$1,218	\$1,121	\$959	\$895	\$852	\$959	\$883	\$756	\$705	\$671	\$640	\$589	\$504	\$470	\$447			
Brighton Independent/Northumberland News*	Thurs	Tab	40,100	\$4,900	\$4,508	\$3,783	\$3,528	\$3,332	\$4,043	\$3,719	\$3,121	\$2,911	\$2,749	\$2,695	\$2,479	\$2,081	\$1,940	\$1,833	\$2,122	\$1,953	\$1,638	\$1,528	\$1,443	\$1,415	\$1,302	\$1,092	\$1,019	\$962			
Brock Citizen	Thurs	Tab	5,620	\$2,038	\$1,803	\$1,490	\$1,333	\$1,274	\$1,682	\$1,488	\$1,229	\$1,100	\$1,051	\$1,121	\$992	\$819	\$733	\$701	\$883	\$781	\$645	\$577	\$552	\$589	\$521	\$430	\$385	\$368			
Burlington Post	Wed	Tab	49,780	\$6,468	\$5,664	\$4,136	\$3,783	\$3,587	\$5,336	\$4,673	\$3,412	\$3,121	\$2,959	\$3,557	\$3,115	\$2,275	\$2,081	\$1,973	\$2,801	\$2,453	\$1,791	\$1,638	\$1,554	\$1,868	\$1,636	\$1,194	\$1,092	\$1,036			
	Thurs	Tab	61,000	\$6,644	\$5,821	\$4,253	\$3,881	\$3,685	\$5,482	\$4,802	\$3,509	\$3,202	\$3,040	\$3,654	\$3,202	\$2,339	\$2,134	\$2,027	\$2,878	\$2,521	\$1,842	\$1,681	\$1,596	\$1,919	\$1,681	\$1,228	\$1,121	\$1,064			
	Fri	Tab	49,780	\$6,644	\$5,821	\$4,253	\$3,881	\$3,685	\$5,482	\$4,802	\$3,509	\$3,202	\$3,040	\$3,654	\$3,202	\$2,339	\$2,134	\$2,027	\$2,878	\$2,521	\$1,842	\$1,681	\$1,596	\$1,919	\$1,681	\$1,228	\$1,121	\$1,064			
Burlington Post/Flamborough Review*	Thurs	Tab	75,750	\$7,820	\$6,958	\$5,233	\$4,684	\$4,488	\$6,452	\$5,740	\$4,317	\$3,865	\$3,703	\$4,301	\$3,827	\$2,878	\$2,576	\$2,469	\$3,387	\$3,014	\$2,267	\$2,029	\$1,944	\$2,258	\$2,009	\$1,511	\$1,353	\$1,296			
Caledon Enterprise	Tues	Tab	14,685	\$2,352	\$2,234	\$1,960	\$1,764	\$1,666	\$1,940	\$1,843	\$1,617	\$1,455	\$1,374	\$1,294	\$1,229	\$1,078	\$970	\$916	\$1,019	\$968	\$849	\$764	\$722	\$679	\$645	\$566	\$509	\$481			
	Thurs	Tab	16,785	\$2,352	\$2,234	\$1,960	\$1,764	\$1,666	\$1,940	\$1,843	\$1,617	\$1,455	\$1,374	\$1,294	\$1,229	\$1,078	\$970	\$916	\$1,019	\$968	\$849	\$764	\$722	\$679	\$645	\$566	\$509	\$481			
Cambridge Times	Tues/Fri	Tab	42,316	\$2,372	\$1,980	\$1,568	\$1,529	\$1,490	\$1,957	\$1,633	\$1,294	\$1,262	\$1,229	\$1,304	\$1,089	\$862	\$841	\$819	\$1,027	\$857	\$679	\$662	\$645	\$685	\$572	\$453	\$442	\$430			
	Thurs	Tab	47,390	\$2,610	\$2,178	\$1,724	\$1,682	\$1,639	\$2,150	\$1,795	\$1,423	\$1,388	\$1,352	\$1,435	\$1,198	\$948	\$925	\$901	\$1,130	\$943	\$747	\$728	\$710	\$855	\$629	\$498	\$486	\$473			
Carleton Place-Almonte Canadian Gazette	Thurs	Tab (10 x 189)	12,646	\$840	\$799	\$757	\$714	\$672	\$694	\$659	\$624	\$590	\$555	\$447	\$424	\$402	\$379	\$358	\$364	\$346	\$327	\$309	\$292	\$244	\$232	\$219	\$207	\$195			
Central Hastings News	Thurs	Tab (10 x 189)	11,730	\$1,094	\$1,039	\$984	\$930	\$875	\$903	\$858	\$812	\$767	\$722	\$580	\$552	\$522	\$494	\$464	\$474	\$450	\$426	\$403	\$379	\$313	\$298	\$283	\$266	\$251			
City Centre Mirror (includes Annex)	Thurs	Tab	47,100	\$5,578	\$5,372	\$5,063	\$4,857	\$4,795	\$4,601	\$4,431	\$4,177	\$4,007	\$3,956	\$3,067	\$2,955	\$2,785	\$2,671	\$2,638	\$2,416	\$2,327	\$2,192	\$2,103	\$2,077	\$1,611	\$1,551	\$1,462	\$1,403	\$1,385			
Clarington This Week	Wed/Thurs	Tab	25,731	\$3,798	\$3,638	\$2,999	\$2,459	\$2,379	\$3,133	\$3,002	\$2,475	\$2,029	\$1,962	\$2,089	\$2,001	\$1,649	\$1,353	\$1,309	\$1,645	\$1,576	\$1,298	\$1,065	\$1,030	\$1,097	\$1,051	\$866	\$710	\$686			
Collingwood Connection	Thurs	Tab	11,500	\$2,771	\$2,171	\$1,776	\$1,581	\$1,478	\$2,286	\$1,850	\$1,506	\$1,304	\$1,219	\$1,524	\$1,211	\$1,004	\$870	\$813	\$1,200	\$971	\$791	\$685	\$640	\$801	\$626	\$521	\$446	\$427			
Collingwood Connection/Wasaga Sun-Stayner Sun*	Thurs	Tab	23,000	\$4,156	\$3,256	\$2,663	\$2,371	\$2,216	\$3,429	\$2,774	\$2,258	\$1,955	\$1,828	\$2,286	\$1,816	\$1,505	\$1,304	\$1,219	\$1,800	\$1,457	\$1,186	\$1,028	\$960	\$1,201	\$939	\$781	\$669	\$640			
Dundas Star News	Thurs	Tab	18,596	\$2,176	\$1,901	\$1,372	\$1,078	\$1,078	\$1,795	\$1,568	\$1,132	\$889	\$889	\$1,197	\$1,046	\$755	\$593	\$593	\$942	\$823	\$594	\$467	\$467	\$628	\$549	\$396	\$311	\$311			
Dunnville Sachem	See The Sachem																														
East York/N. Riverdale/Beach/S. Riverdale Mirrors	Thurs	Tab	57,500	\$7,059	\$6,729	\$5,639	\$5,248	\$5,124	\$5,823	\$5,552	\$4,653	\$4,329	\$4,227	\$3,883	\$3,701	\$3,102	\$2,886	\$2,818	\$3,058	\$2,915	\$2,442	\$2,273	\$2,220	\$2,038	\$1,944	\$1,629	\$1,515	\$1,479			
Eastern Ontario Region - 15 Ottawa markets* (see specs for colour charge)	Thurs	Tab (10 x 189)	349,704	\$9,262	\$8,798	\$8,336	\$7,872	\$7,409	\$7,641	\$7,259	\$6,876	\$6,494	\$6,113	\$4,379	\$4,160	\$3,941															

Modular Net Rates/Effective March 4, 2013

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	\$1,121	\$890	\$781	\$747	\$687	\$882	\$701	\$615	\$588	\$541	\$915	\$727	\$638	\$610	\$561	\$463	\$368	\$323	\$309	\$284	\$243	\$193	\$170	\$162	\$149			
	Thurs	Tab	54,400	\$1,121	\$890	\$781	\$747	\$687	\$882	\$701	\$615	\$588	\$541	\$915	\$727	\$638	\$610	\$561	\$463	\$368	\$323	\$309	\$284	\$243	\$193	\$170	\$162	\$149			
Alliston Herald	Thurs	Tab	21,500	\$796	\$592	\$487	\$430	\$419	\$627	\$466	\$383	\$339	\$330	\$650	\$484	\$397	\$351	\$342	\$329	\$245	\$201	\$178	\$173	\$173	\$129	\$106	\$93	\$91			
Almaguin News	Thurs	B/S	4,600	\$353	\$336	\$307	\$296	\$284	\$278	\$265	\$242	\$233	\$224	\$289	\$274	\$251	\$241	\$232	\$146	\$139	\$127	\$122	\$117	\$77	\$73	\$67	\$64	\$62			
Ancaster News	Thurs	Tab	12,283	\$419	\$366	\$264	\$208	\$208	\$330	\$288	\$208	\$163	\$163	\$342	\$299	\$216	\$169	\$169	\$173	\$151	\$109	\$86	\$86	\$91	\$79	\$57	\$45	\$45			
Arnprior Chronicle Guide	Thurs	Tab (10 x 189)	8,105	\$175	\$167	\$158	\$149	\$141	\$137	\$131	\$123	\$116	\$110	\$161	\$153	\$145	\$138	\$130	\$72	\$68	\$65	\$61	\$57	\$38	\$36	\$34	\$33	\$31			
Arthur Enterprise News	Wed	Tab	1,000	\$212	\$208	\$195	\$186	\$182	\$167	\$163	\$153	\$147	\$143	\$173	\$169	\$159	\$152	\$149	\$88	\$86	\$81	\$77	\$75	\$46	\$45	\$42	\$40	\$40			
Barrie Advance	Tues	Tab	52,800	\$1,044	\$939	\$845	\$761	\$675	\$765	\$689	\$620	\$558	\$495	\$723	\$651	\$586	\$527	\$468	\$459	\$413	\$372	\$335	\$371	\$321	\$289	\$260	\$234	\$260			
Barrie Advance/Innisfil Journal (zoning available)	Thurs	Tab	63,600	\$1,339	\$1,205	\$1,084	\$972	\$883	\$982	\$883	\$795	\$713	\$648	\$927	\$834	\$751	\$674	\$612	\$589	\$530	\$477	\$428	\$389	\$442	\$398	\$358	\$321	\$292			
Belleville News	Thurs	Tab (10 x 189)	24,135	\$281	\$266	\$252	\$238	\$224	\$211	\$200	\$190	\$180	\$168	\$222	\$211	\$200	\$189	\$177	\$110	\$105	\$100	\$94	\$89	\$58	\$55	\$52	\$49	\$47			
Bloor West Villager	Thurs	Tab	33,800	\$657	\$642	\$614	\$583	\$574	\$518	\$505	\$484	\$459	\$453	\$537	\$524	\$501	\$476	\$469	\$272	\$266	\$254	\$240	\$237	\$143	\$140	\$133	\$126	\$125			
Bracebridge Examiner	Wed	B/S	5,500	\$562	\$521	\$498	\$498	\$498	\$443	\$411	\$392	\$392	\$392	\$459	\$426	\$407	\$407	\$407	\$232	\$216	\$206	\$206	\$206	\$122	\$113	\$108	\$108	\$108			
Bradford West Gwillimbury Topic	Thurs	Tab	10,300	\$340	\$324	\$298	\$272	\$257	\$267	\$256	\$235	\$214	\$202	\$277	\$265	\$243	\$222	\$209	\$140	\$134	\$123	\$112	\$106	\$74	\$70	\$65	\$59	\$56			
Brampton Guardian	Wed	Tab	116,000	\$1,404	\$1,324	\$1,045	\$951	\$913	\$1,105	\$1,043	\$823	\$749	\$719	\$1,146	\$1,081	\$853	\$776	\$745	\$580	\$548	\$432	\$393	\$377	\$305	\$287	\$227	\$206	\$198			
Brampton Guardian	Thurs	Tab	125,500	\$1,404	\$1,324	\$1,045	\$951	\$913	\$1,105	\$1,043	\$823	\$749	\$719	\$1,146	\$1,081	\$853	\$776	\$745	\$580	\$548	\$432	\$393	\$377	\$305	\$287	\$227	\$206	\$198			
Brampton Guardian	Fri	Tab	116,000	\$1,404	\$1,324	\$1,045	\$951	\$913	\$1,105	\$1,043	\$823	\$749	\$719	\$1,146	\$1,081	\$853	\$776	\$745	\$580	\$548	\$432	\$393	\$377	\$305	\$287	\$227	\$206	\$198			
Brampton South Asian Focus	Thurs	Tab	28,200	See enclosed rate card																											
Brant News	Thurs	Tab	49,003	\$437	\$414	\$397	\$374	\$357	\$276	\$265	\$253	\$236	\$224	\$173	\$161	\$150	\$138	\$115	\$140	\$125	\$115	\$112	\$110	\$75	\$65	\$58	\$55	\$52			
Brighton Independent	Thurs	Tab	17,300	\$426	\$392	\$336	\$313	\$298	\$336	\$309	\$264	\$247	\$235	\$348	\$320	\$274	\$256	\$243	\$176	\$162	\$139	\$129	\$123	\$93	\$85	\$73	\$68	\$65			
Brighton Independent/Northumberland News*	Thurs	Tab	40,100	\$943	\$868	\$728	\$679	\$641	\$743	\$683	\$573	\$535	\$505	\$770	\$708	\$594	\$554	\$524	\$390	\$359	\$301	\$281	\$265	\$205	\$188	\$158	\$147	\$139			
Brock Citizen	Thurs	Tab	5,620	\$392	\$347	\$287	\$257	\$245	\$309	\$273	\$226	\$202	\$193	\$320	\$283	\$234	\$209	\$200	\$162	\$144	\$119	\$106	\$101	\$85	\$75	\$62	\$56	\$53			
Burlington Post	Wed	Tab	49,780	\$1,245	\$1,090	\$796	\$728	\$690	\$981	\$859	\$627	\$573	\$544	\$1,016	\$890	\$650	\$594	\$564	\$515	\$451	\$329	\$301	\$285	\$270	\$237	\$173	\$158	\$150			
	Thurs	Tab	61,000	\$1,279	\$1,121	\$819	\$747	\$709	\$1,007	\$882	\$645	\$588	\$559	\$1,044	\$915	\$668	\$610	\$579	\$529	\$463	\$338	\$309	\$293	\$278	\$243	\$178	\$162	\$154			
	Fri	Tab	49,780	\$1,279	\$1,121	\$819	\$747	\$709	\$1,007	\$882	\$645	\$588	\$559	\$1,044	\$915	\$668	\$610	\$579	\$529	\$463	\$338	\$309	\$293	\$278	\$243	\$178	\$162	\$154			
Burlington Post/Flamborough Review*	Thurs	Tab	75,750	\$1,505	\$1,339	\$1,007	\$902	\$864	\$1,186	\$1,055	\$793	\$710	\$680	\$1,229	\$1,093	\$822	\$736	\$705	\$622	\$554	\$416	\$373	\$357	\$327	\$291	\$219	\$196	\$188			
Caledon Enterprise	Tues	Tab	14,685	\$453	\$430	\$377	\$340	\$321	\$357	\$339	\$297	\$267	\$253	\$370	\$351	\$308	\$277	\$262	\$187	\$178	\$156	\$140	\$133	\$98	\$93	\$82	\$74	\$70			
	Thurs	Tab	16,785	\$453	\$430	\$377	\$340	\$321	\$357	\$339	\$297	\$267	\$253	\$370	\$351	\$308	\$277	\$262	\$187	\$178	\$156	\$140	\$133	\$98	\$93	\$82	\$74	\$70			
Cambridge Times	Tues/Fri	Tab	42,316	\$457	\$381	\$302	\$295	\$287	\$360	\$300	\$238	\$232	\$226	\$373	\$311	\$246	\$240	\$234	\$189	\$158	\$125	\$122	\$119	\$99	\$83	\$66	\$64	\$62			
	Thurs	Tab	47,390	\$505	\$419	\$332	\$325	\$316	\$395	\$330	\$262	\$255	\$249	\$410	\$342	\$271	\$264	\$257	\$210	\$174	\$138	\$134	\$131	\$110	\$95	\$73	\$71	\$68			
Carleton Place-Almonte Canadian Gazette	Thurs	Tab (10 x 189)	12,646	\$167	\$158	\$150	\$142	\$134	\$125	\$119	\$113	\$107	\$100	\$132	\$125	\$119	\$112	\$106	\$66	\$62	\$59	\$56	\$53	\$35	\$33	\$32	\$30	\$28			
Central Hastings News	Thurs	Tab (10 x 189)	11,730	\$215	\$205	\$194	\$184	\$172	\$162	\$154	\$146	\$138	\$130	\$172	\$163	\$155	\$146	\$138	\$86	\$81	\$77	\$72	\$68	\$45	\$43	\$40	\$38	\$36			
City Centre Mirror (includes Annex)	Thurs	Tab	47,100	\$1,073	\$1,034	\$974	\$935	\$923	\$845	\$814	\$768	\$736	\$727	\$877	\$844	\$796	\$763	\$754	\$444	\$427	\$403	\$386	\$381	\$233	\$225	\$211	\$203	\$201			
Clarington This Week	Wed/Thurs	Tab	25,731	\$731	\$701	\$577	\$473	\$458	\$576	\$552	\$455	\$372	\$361	\$597	\$572	\$471	\$387	\$374	\$302	\$290	\$239	\$196	\$190	\$159	\$152	\$125	\$103	\$99			
Collingwood Connection	Thurs	Tab	11,500	\$534	\$432	\$351	\$305	\$285	\$420	\$340	\$277	\$240	\$224	\$436	\$352	\$287	\$249	\$232	\$229	\$178	\$146	\$131	\$119	\$131	\$113	\$103	\$90	\$79			
Collingwood Connection/Wasaga Sun-Stayner Sun*	Thurs	Tab	23,000	\$800	\$647	\$527	\$457	\$427	\$630	\$510	\$415	\$359	\$336	\$653	\$528	\$431	\$373	\$348	\$343	\$267	\$218	\$197	\$178	\$196	\$170	\$154	\$134	\$118			
Dundas Star News	Thurs	Tab	18,596	\$419	\$366	\$264	\$208	\$208	\$330	\$288	\$208	\$163	\$163	\$342	\$299	\$216	\$169	\$169	\$173	\$151	\$109	\$86	\$86	\$91	\$79	\$57	\$45	\$45			
Dunnville Sagem	See The Sagem																														
East York/N. Riverdale/Beach/S. Riverdale Mirrors	Thurs	Tab	57,500	\$1,359	\$1,296	\$1,086	\$1,010	\$986	\$1,070	\$1,021	\$855	\$796	\$777	\$1,109	\$1,057	\$886	\$824	\$805	\$562	\$536	\$448	\$418	\$407	\$295	\$281	\$235	\$219	\$214			
Eastern Ontario Region - 15 Ottawa markets* (see specs for colour charge)	Thurs	Tab (10 x 189)	349,704	\$1,533	\$1,456	\$1,380	\$1,303	\$1,226	\$1,200	\$1,140	\$1,080	\$1,020	\$960	\$1,455	\$1,383	\$1,310	\$1,237	\$1,165	\$630	\$599	\$567	\$535	\$504	\$330	\$314	\$298	\$281	\$265			
Eastern Ontario Region - 9 Seaway markets* (see specs for colour charge)	Thurs	Tab (10 x 189)	185,011	\$867	\$823	\$781	\$737	\$694	\$668	\$634	\$601	\$568	\$534	\$901	\$856	\$811	\$766	\$721	\$350	\$333	\$315	\$298	\$281	\$184	\$175	\$166	\$157	\$147			
Eastern Ontario Region - Ottawa + Seaway* (see specs for colour charge)	Thurs	Tab (10 x 189)	534,715	\$2,280	\$2,165	\$2,051	\$1,937	\$1,824	\$1,760	\$1,672	\$1,584	\$1,496	\$1,408	\$2,244	\$2,132	\$2,020	\$1,908	\$1,795	\$924	\$878	\$831	\$786	\$739	\$485	\$461	\$436	\$412	\$388			
Elmira Independent	Thurs	Tab	3,000	\$234	\$230	\$217	\$209	\$205	\$184	\$181	\$171	\$164	\$161	\$191	\$188	\$177	\$171	\$167	\$97	\$95	\$90	\$86	\$85	\$51	\$50	\$47	\$45	\$44			
Erin Advocate	Wed	Tab	2,500	\$457	\$407	\$351	\$309	\$291	\$360	\$321	\$276	\$244	\$229	\$373	\$333	\$286	\$253	\$237	\$189	\$168	\$145	\$128	\$120	\$99	\$88	\$76	\$67	\$63			
Etobicoke Guardian	Tues	Tab	69,950	\$1,506	\$1,474																										

Modular Net Rates/Effective March 4, 2013

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-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>				
				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
<b>Georgetown/Acton - The Independent &amp; Free Press</b>	Tues/Thurs	Tab	<b>22,800</b>	\$3,293	\$2,705	\$2,470	\$2,274	\$2,195	\$2,717	\$2,231	\$2,037	\$1,876	\$1,811	\$1,488	\$1,358	\$1,250	\$1,207	\$1,426	\$1,172	\$1,070	\$985	\$951	\$951	\$781	\$713	\$657	\$634	
<b>Georgina Advocate</b>	Thurs	Tab	<b>17,600</b>	\$2,470	\$2,117	\$1,686	\$1,548	\$1,470	\$2,037	\$1,746	\$1,391	\$1,277	\$1,358	\$1,164	\$927	\$852	\$809	\$1,070	\$917	\$730	\$671	\$637	\$713	\$611	\$487	\$447	\$424	
<b>Glanbrook Gazette</b>	Thurs	Tab	<b>7,078</b>	\$1,000	\$960	\$745	\$745	\$745	\$825	\$792	\$614	\$614	\$550	\$528	\$410	\$410	\$410	\$433	\$416	\$323	\$323	\$323	\$289	\$277	\$215	\$215	\$215	
<b>Grand River Sachem</b>	See The Sachem																											
<b>Gravenhurst Banner</b>	Wed	B/S	<b>3,500</b>	\$2,528	\$2,438	\$2,348	\$2,348	\$2,348	\$2,086	\$2,011	\$1,937	\$1,937	\$1,391	\$1,341	\$1,291	\$1,291	\$1,291	\$1,095	\$1,056	\$1,017	\$1,017	\$1,017	\$730	\$704	\$678	\$678	\$678	
<b>Grimsby Lincoln News (see Niagara This Week for Thurs)</b>	Wed	Tab: see specs	<b>21,500</b>	\$2,455	\$1,764	\$1,455	\$1,294	\$1,250	\$2,025	\$1,455	\$1,201	\$1,067	\$1,350	\$970	\$800	\$711	\$687	\$1,063	\$764	\$630	\$560	\$541	\$709	\$509	\$420	\$374	\$361	
<b>Guelph Mercury (Daily)</b>	See enclosed rate card																											
<b>Guelph Tribune</b>	Tues	Tab	<b>40,000</b>	\$2,372	\$1,980	\$1,568	\$1,529	\$1,490	\$1,957	\$1,633	\$1,294	\$1,262	\$1,304	\$1,089	\$862	\$841	\$819	\$1,027	\$857	\$679	\$662	\$645	\$685	\$572	\$453	\$442	\$430	
	Thurs	Tab	<b>45,000</b>	\$2,610	\$2,178	\$1,724	\$1,682	\$1,639	\$2,150	\$1,795	\$1,423	\$1,388	\$1,435	\$1,198	\$948	\$925	\$901	\$1,130	\$943	\$747	\$728	\$710	\$755	\$629	\$498	\$486	\$473	
<b>Haldimand Sachem</b>	See The Sachem																											
<b>Hamilton Community News - All 4 Papers (Ancaster, Dundas, Hamilton Mountain, Stoney Creek) *</b>	Thurs	Tab	<b>113,489</b>	\$9,937	\$8,761	\$6,331	\$5,233	\$5,233	\$8,198	\$7,228	\$5,223	\$4,317	\$5,465	\$4,819	\$3,482	\$2,878	\$2,878	\$4,304	\$3,795	\$2,742	\$2,267	\$2,267	\$2,869	\$2,530	\$1,828	\$1,511	\$1,511	
<b>Hamilton Mountain</b>	Thurs	Tab	<b>50,593</b>	\$3,606	\$3,214	\$2,352	\$1,980	\$1,980	\$2,975	\$2,652	\$1,940	\$1,633	\$1,984	\$1,768	\$1,294	\$1,089	\$1,089	\$1,562	\$1,392	\$1,019	\$857	\$857	\$1,041	\$928	\$679	\$572	\$572	
<b>Hamilton Spectator (Daily)</b>	See enclosed rate card																											
<b>Huntsville Forester</b>	Wed	B/S	<b>6,300</b>	\$2,318	\$2,258	\$2,137	\$1,957	\$1,896	\$1,912	\$1,862	\$1,763	\$1,614	\$1,275	\$1,242	\$1,175	\$1,076	\$1,043	\$1,004	\$978	\$926	\$847	\$821	\$669	\$652	\$617	\$565	\$548	
<b>Innisfil Journal</b>	Thurs	Tab	<b>10,800</b>	\$1,764	\$1,686	\$1,548	\$1,411	\$1,333	\$1,455	\$1,391	\$1,277	\$1,164	\$970	\$927	\$852	\$776	\$733	\$764	\$730	\$671	\$611	\$577	\$509	\$487	\$447	\$407	\$385	
<b>Kanata Courier Standard</b>	Thurs	Tab (10 x 189)	<b>28,835</b>	\$1,561	\$1,483	\$1,405	\$1,327	\$1,248	\$1,288	\$1,223	\$1,159	\$1,094	\$787	\$748	\$709	\$669	\$629	\$676	\$643	\$609	\$574	\$541	\$400	\$380	\$360	\$341	\$320	
<b>Kawartha Lakes This Week (Lindsay/Bobcaygeon/Fenelon Falls)</b>	Tues	Tab	<b>16,281</b>	\$3,665	\$3,097	\$2,587	\$2,313	\$2,195	\$3,024	\$2,555	\$2,134	\$1,908	\$2,016	\$1,703	\$1,423	\$1,272	\$1,207	\$1,587	\$1,341	\$1,121	\$1,002	\$951	\$1,058	\$894	\$747	\$668	\$634	
	Thurs	Tab	<b>29,943</b>	\$3,665	\$3,097	\$2,587	\$2,313	\$2,195	\$3,024	\$2,555	\$2,134	\$1,908	\$2,016	\$1,703	\$1,423	\$1,272	\$1,207	\$1,587	\$1,341	\$1,121	\$1,002	\$951	\$1,058	\$894	\$747	\$668	\$634	
<b>Kemptville Advance</b>	Thurs	Tab (10 x 189)	<b>9,661</b>	\$774	\$735	\$697	\$658	\$619	\$639	\$607	\$574	\$543	\$413	\$393	\$372	\$352	\$330	\$336	\$318	\$302	\$285	\$268	\$226	\$215	\$204	\$193	\$182	
<b>King Connection</b>	Thurs	Tab	<b>8,300</b>	\$831	\$755	\$654	\$623	\$565	\$654	\$595	\$515	\$491	\$458	\$416	\$360	\$327	\$311	\$360	\$328	\$284	\$257	\$245	\$252	\$229	\$198	\$189	\$171	
<b>Kingston Heritage</b>	Thurs	Tab (10 x 189)	<b>47,700</b>	\$1,361	\$1,292	\$1,225	\$1,157	\$1,088	\$1,123	\$1,067	\$1,011	\$955	\$921	\$874	\$828	\$782	\$736	\$590	\$560	\$530	\$501	\$471	\$527	\$501	\$474	\$448	\$421	
<b>Kitchener (See Waterloo Regional Record - Daily)</b>	See enclosed rate card																											
<b>Kitchener Post</b>	Fri	Tab	<b>60,000</b>	\$3,136	\$2,790	\$2,133	\$2,039	\$1,944	\$2,587	\$2,302	\$1,760	\$1,685	\$1,725	\$1,534	\$1,173	\$1,125	\$1,069	\$1,358	\$1,209	\$923	\$885	\$841	\$905	\$806	\$616	\$589	\$561	
<b>Listowel Banner</b>	Wed	Tab	<b>3,900</b>	\$1,276	\$1,254	\$1,188	\$1,144	\$1,122	\$1,053	\$1,035	\$980	\$944	\$702	\$690	\$653	\$629	\$617	\$553	\$543	\$515	\$495	\$486	\$368	\$362	\$343	\$330	\$324	
<b>Listowel Independent Plus</b>	Thurs	Tab	<b>24,500</b>	\$1,496	\$1,474	\$1,408	\$1,364	\$1,342	\$1,234	\$1,216	\$1,162	\$1,125	\$823	\$811	\$774	\$750	\$738	\$648	\$638	\$610	\$591	\$581	\$432	\$426	\$407	\$394	\$388	
<b>London Community News</b>	Thurs	Tab	<b>128,000</b>	\$3,025	\$2,874	\$2,723	\$2,571	\$2,269	\$2,279	\$2,165	\$2,051	\$1,937	\$1,549	\$1,472	\$1,394	\$1,317	\$1,162	\$1,196	\$1,137	\$1,077	\$1,017	\$897	\$799	\$759	\$719	\$679	\$599	
<b>Manotick News</b>	Thurs	Tab (10 x 189)	<b>11,125</b>	\$1,027	\$976	\$924	\$873	\$822	\$848	\$805	\$763	\$720	\$527	\$501	\$474	\$448	\$421	\$445	\$422	\$401	\$378	\$356	\$270	\$257	\$243	\$230	\$216	
<b>Markham Economist &amp; Sun</b>	Thurs/Sat	Tab	<b>69,230</b>	\$6,252	\$5,508	\$4,743	\$4,253	\$3,998	\$5,158	\$4,544	\$3,913	\$3,509	\$3,439	\$3,029	\$2,609	\$2,339	\$2,199	\$2,708	\$2,385	\$2,054	\$1,842	\$1,732	\$1,805	\$1,590	\$1,370	\$1,228	\$1,155	
<b>Markham Econ. &amp; Sun/Stouffville Sun-Tribune*</b>	Thurs/Sat	Tab	<b>82,940</b>	\$7,291	\$6,507	\$5,645	\$5,076	\$4,665	\$6,015	\$5,368	\$4,657	\$4,188	\$4,010	\$3,579	\$3,105	\$2,792	\$2,566	\$3,158	\$2,818	\$2,445	\$2,199	\$2,020	\$2,105	\$1,879	\$1,630	\$1,466	\$1,347	
<b>Meaford Express/Blue Mountain Courier Herald</b>	Wed	Tab	<b>6,400</b>	\$2,327	\$2,087	\$1,689	\$1,495	\$1,348	\$1,920	\$1,839	\$1,475	\$1,233	\$1,280	\$1,181	\$983	\$823	\$741	\$1,008	\$966	\$775	\$648	\$584	\$673	\$601	\$503	\$411	\$389	
<b>Midland Penetanguishene Mirror</b>	Thurs	Tab	<b>20,800</b>	\$3,704	\$2,587	\$2,136	\$1,980	\$1,901	\$3,056	\$2,134	\$1,763	\$1,633	\$2,037	\$1,423	\$1,175	\$1,089	\$1,046	\$1,604	\$1,121	\$925	\$857	\$823	\$1,070	\$747	\$617	\$572	\$549	
<b>Milton Canadian Champion</b>	Tues	Tab	<b>22,350</b>	\$4,095	\$3,251	\$2,407	\$2,139	\$1,955	\$3,123	\$2,464	\$1,804	\$1,604	\$2,047	\$1,625	\$1,203	\$1,069	\$977	\$1,565	\$1,242	\$919	\$819	\$746	\$1,023	\$812	\$601	\$534	\$488	
	Thurs	Tab	<b>27,200</b>	\$4,258	\$3,381	\$2,503	\$2,224	\$2,023	\$3,194	\$2,535	\$1,876	\$1,668	\$2,129	\$1,690	\$1,250	\$1,111	\$1,016	\$1,627	\$1,292	\$956	\$851	\$775	\$1,064	\$843	\$622	\$555	\$507	
<b>Minto Express</b>	Wed	Tab	<b>1,500</b>	\$1,144	\$1,122	\$1,056	\$1,012	\$990	\$944	\$926	\$871	\$835	\$629	\$617	\$581	\$557	\$545	\$495	\$486	\$457	\$438	\$429	\$330	\$324	\$305	\$292	\$286	
<b>Mississauga News</b>	Wed/Fri	Tab	<b>124,500</b>	\$12,250	\$11,270	\$9,036	\$8,330	\$8,330	\$10,106	\$9,298	\$7,454	\$6,872	\$6,738	\$6,199	\$4,970	\$4,582	\$4,582	\$5,306	\$4,881	\$3,914	\$3,608	\$3,608	\$3,537	\$3,254	\$2,609	\$2,405	\$2,405	
<b>Mississauga News Booster</b>	Thurs	Tab	<b>77,100</b>	\$2,595	\$2,550	\$2,450	\$2,295	\$2,095	\$2,141	\$2,104	\$2,021	\$1,893	\$1,445	\$1,395	\$1,270	\$1,260	\$1,152	\$1,124	\$1,104	\$1,061	\$994	\$907	\$785	\$765	\$725	\$695	\$625	
<b>Mississauga News This Week (Apt/Condo/Malton Edition)</b>	Thurs	Tab	<b>75,900</b>	\$5,194	\$4,880	\$3,979	\$3,783	\$3,783	\$4,285	\$4,026	\$3,283	\$3,121	\$2,857	\$2,684	\$2,188	\$2,081	\$2,081	\$2,250	\$2,114	\$1,723	\$1,638	\$1,638	\$1,500	\$1,409	\$1,149	\$1,092	\$1,092	
<b>Mount Forest Confederate</b>	Wed	Tab	<b>2,700</b>	\$1,100	\$1,078	\$1,012	\$968	\$946	\$908	\$889	\$835	\$799	\$605	\$593	\$557	\$532	\$520	\$476	\$467	\$438	\$419	\$410	\$318	\$311	\$292	\$280	\$273	
<b>Muskoka Sun (summer only)</b>	Fri	Tab	<b>10,000</b>	\$3,168	\$2,904	\$2,200	\$2,200	\$2,200	\$2,614	\$2,396	\$1,815	\$1,815	\$1,742	\$1,597	\$1,210	\$1,210	\$1,210	\$1,372	\$1,258	\$953	\$953	\$953	\$915	\$839	\$635	\$635	\$635	
<b>Muskoka District Weekender (includes Bracebridge, Gravenhurst and Huntsville)</b>	Fri	Tab	<b>25,990</b>	\$3,850	\$3,828	\$3,674	\$3,652	\$3,630	\$3,176	\$3,158	\$3,031	\$3,013	\$2,118	\$2,105	\$2,021	\$2,009	\$1,997	\$1,668	\$1,658	\$1,591	\$1,582	\$1,572	\$1,112	\$1,105	\$1,061	\$1,055	\$1,048	
<b>The Muskokan (summer only)</b>	Fri	Tab	<b>12,000</b>	\$3,278	\$3,014	\$2,640	\$2,640	\$2,640	\$2,704	\$2,487	\$2,178	\$2,178	\$1,803	\$1,658	\$1,452	\$1,452												

Modular Net Rates/Effective March 4, 2013

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

## 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 7.17", 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
Georgetown/Acton - The Independent & Free Press	Tues/Thurs	Tab	22,800	\$634	\$521	\$475	\$438	\$423	\$499	\$410	\$374	\$345	\$333	\$517	\$425	\$388	\$357	\$345	\$262	\$215	\$197	\$181	\$175	\$138	\$113	\$103	\$95	\$92
Georgina Advocate	Thurs	Tab	17,600	\$475	\$407	\$324	\$298	\$283	\$374	\$321	\$256	\$235	\$223	\$388	\$333	\$265	\$243	\$231	\$197	\$168	\$134	\$123	\$117	\$103	\$88	\$70	\$65	\$61
Glanbrook Gazette	Thurs	Tab	7,078	\$192	\$185	\$143	\$143	\$143	\$152	\$146	\$113	\$113	\$113	\$157	\$151	\$117	\$117	\$117	\$80	\$76	\$59	\$59	\$59	\$42	\$40	\$31	\$31	\$31
Grand River Sachem	See The Sachem																											
Gravenhurst Banner	Wed	B/S	3,500	\$487	\$469	\$452	\$452	\$452	\$383	\$370	\$356	\$356	\$356	\$397	\$383	\$369	\$369	\$369	\$201	\$194	\$187	\$187	\$187	\$106	\$102	\$98	\$98	\$98
Grimsby Lincoln News (see Niagara This Week for Thurs)	Wed	Tab: see specs	21,500	not available					\$372	\$267	\$221	\$196	\$189	\$675	\$485	\$400	\$356	\$344	\$195	\$140	\$116	\$103	\$99	\$103	\$74	\$61	\$54	\$52
Guelph Mercury (Daily)	See enclosed rate card																											
Guelph Tribune	Tues	Tab	40,000	\$457	\$381	\$302	\$295	\$287	\$360	\$300	\$238	\$232	\$226	\$373	\$311	\$246	\$240	\$234	\$189	\$158	\$125	\$122	\$119	\$99	\$83	\$66	\$64	\$62
	Thurs	Tab	45,000	\$505	\$419	\$332	\$325	\$316	\$395	\$330	\$262	\$255	\$249	\$410	\$342	\$271	\$264	\$257	\$210	\$174	\$138	\$134	\$131	\$110	\$95	\$73	\$71	\$68
Haldimand Sachem	See The Sachem																											
Hamilton Community News - All 4 Papers (Ancaster, Dundas, Hamilton Mountain, Stoney Creek) *	Thurs	Tab	113,489	\$1,913	\$1,687	\$1,219	\$1,007	\$1,007	\$1,506	\$1,328	\$960	\$793	\$793	\$1,562	\$1,377	\$995	\$822	\$822	\$791	\$697	\$504	\$416	\$416	\$415	\$366	\$265	\$219	\$219
Hamilton Mountain	Thurs	Tab	50,593	\$694	\$619	\$453	\$381	\$381	\$547	\$487	\$357	\$300	\$300	\$567	\$505	\$370	\$311	\$311	\$287	\$256	\$187	\$158	\$158	\$151	\$134	\$98	\$83	\$83
Hamilton Spectator (Daily)	See enclosed rate card																											
Huntsville Forester	Wed	B/S	6,300	\$446	\$435	\$411	\$377	\$365	\$351	\$342	\$324	\$297	\$287	\$364	\$355	\$336	\$307	\$298	\$184	\$180	\$170	\$156	\$151	\$97	\$94	\$89	\$82	\$79
Innisfil Journal	Thurs	Tab	10,800	\$340	\$324	\$298	\$272	\$257	\$267	\$256	\$235	\$214	\$202	\$277	\$265	\$243	\$222	\$209	\$140	\$134	\$123	\$112	\$106	\$74	\$70	\$65	\$59	\$56
Kanata Courier Standard	Thurs	Tab (10 x 189)	28,835	\$267	\$254	\$240	\$226	\$213	\$211	\$200	\$190	\$180	\$168	\$245	\$233	\$220	\$208	\$196	\$110	\$105	\$100	\$94	\$89	\$58	\$55	\$52	\$49	\$47
Kawartha Lakes This Week (Lindsay/Bobcaygeon/Fenelon Falls)	Tues	Tab	16,281	\$706	\$596	\$498	\$445	\$423	\$556	\$469	\$392	\$351	\$333	\$576	\$487	\$407	\$363	\$345	\$292	\$246	\$206	\$184	\$175	\$153	\$129	\$108	\$97	\$92
	Thurs	Tab	29,943	\$706	\$596	\$498	\$445	\$423	\$556	\$469	\$392	\$351	\$333	\$576	\$487	\$407	\$363	\$345	\$292	\$246	\$206	\$184	\$175	\$153	\$129	\$108	\$97	\$92
Kemptville Advance	Thurs	Tab (10 x 189)	9,661	\$153	\$146	\$138	\$131	\$122	\$115	\$110	\$104	\$98	\$93	\$121	\$115	\$109	\$103	\$97	\$60	\$57	\$54	\$51	\$49	\$32	\$31	\$29	\$28	\$26
King Connection	Thurs	Tab	8,300	\$176	\$160	\$139	\$132	\$120	\$139	\$126	\$109	\$104	\$94	\$173	\$158	\$137	\$124	\$118	\$73	\$66	\$57	\$55	\$50	\$38	\$35	\$30	\$27	\$26
Kingston Heritage	Thurs	Tab (10 x 189)	47,700	\$373	\$355	\$337	\$317	\$299	\$282	\$267	\$253	\$239	\$224	\$214	\$203	\$193	\$182	\$171	\$148	\$140	\$133	\$125	\$118	\$78	\$73	\$69	\$66	\$62
Kitchener (See Waterloo Regional Record - Daily)	See enclosed rate card																											
Kitchener Post	Fri	Tab	60,000	\$603	\$537	\$411	\$395	\$374	\$475	\$422	\$323	\$309	\$294	\$493	\$438	\$334	\$320	\$305	\$249	\$222	\$169	\$163	\$155	\$131	\$117	\$89	\$85	\$81
Listowel Banner	Wed	Tab	3,900	\$246	\$241	\$229	\$220	\$216	\$193	\$190	\$180	\$173	\$170	\$201	\$197	\$187	\$180	\$176	\$102	\$100	\$95	\$91	\$89	\$53	\$52	\$50	\$48	\$47
Listowel Independent Plus	Thurs	Tab	24,500	\$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
London Community News	Thurs	Tab	128,000	\$419	\$399	\$378	\$357	\$315	\$399	\$379	\$359	\$339	\$299	\$1,200	\$1,140	\$1,080	\$1,020	\$900	\$259	\$246	\$233	\$220	\$194	\$142	\$135	\$128	\$121	\$107
Manotick News	Thurs	Tab (10 x 189)	11,125	\$183	\$173	\$164	\$155	\$146	\$139	\$132	\$125	\$118	\$111	\$161	\$153	\$145	\$138	\$130	\$72	\$69	\$65	\$62	\$58	\$39	\$37	\$35	\$33	\$31
Markham Economist & Sun	Thurs/Sat	Tab	69,230	\$1,204	\$1,060	\$913	\$819	\$770	\$948	\$835	\$719	\$645	\$606	\$983	\$865	\$745	\$668	\$628	\$498	\$438	\$377	\$338	\$318	\$261	\$230	\$198	\$178	\$167
Markham Econ. & Sun/Stouffville Sun-Tribune*	Thurs/Sat	Tab	82,940	\$1,404	\$1,253	\$1,087	\$977	\$898	\$1,105	\$986	\$856	\$770	\$707	\$1,146	\$1,023	\$887	\$798	\$733	\$580	\$518	\$449	\$404	\$371	\$305	\$272	\$236	\$212	\$195
Meaford Express/Blue Mountain Courier Herald	Wed	Tab	6,400	\$448	\$429	\$344	\$288	\$260	\$353	\$338	\$271	\$226	\$204	\$366	\$350	\$281	\$235	\$211	\$201	\$177	\$143	\$129	\$109	\$127	\$107	\$99	\$85	\$75
Midland Penetanguishene Mirror	Thurs	Tab	20,800	\$713	\$498	\$411	\$381	\$366	\$562	\$392	\$324	\$300	\$288	\$582	\$407	\$336	\$311	\$299	\$295	\$206	\$170	\$158	\$151	\$155	\$108	\$89	\$83	\$79
Milton Canadian Champion	Tues	Tab	22,350	\$682	\$542	\$401	\$355	\$325	\$521	\$414	\$306	\$273	\$248	not available					\$257	\$205	\$153	\$136	\$124	\$131	\$104	\$76	\$68	\$63
	Thurs	Tab	27,200	\$709	\$563	\$416	\$369	\$338	\$541	\$430	\$318	\$283	\$258	not available					\$270	\$214	\$158	\$141	\$129	\$136	\$107	\$78	\$70	\$65
Minto Express	Wed	Tab	1,500	\$220	\$216	\$203	\$195	\$191	\$173	\$170	\$160	\$153	\$150	\$180	\$176	\$166	\$159	\$156	\$91	\$89	\$84	\$81	\$79	\$48	\$47	\$44	\$42	\$41
Mississauga News	Wed/Fri	Tab	124,500	\$2,358	\$2,169	\$1,739	\$1,604	\$1,604	\$1,857	\$1,708	\$1,370	\$1,263	\$1,263	\$1,925	\$1,771	\$1,420	\$1,309	\$1,309	\$975	\$897	\$719	\$663	\$663	\$512	\$471	\$378	\$348	\$348
Mississauga News Booster	Thurs	Tab	77,100	\$506	\$488	\$445	\$441	\$403	\$445	\$430	\$410	\$385	\$340	\$1,395	\$1,345	\$1,295	\$1,195	\$995	\$234	\$226	\$215	\$202	\$179	\$123	\$119	\$113	\$106	\$94
Mississauga News This Week (Apt/Condo/Malton Edition)	Thurs	Tab	75,900	\$1,000	\$939	\$766	\$728	\$728	\$787	\$740	\$603	\$573	\$573	\$816	\$767	\$625	\$594	\$594	\$413	\$388	\$317	\$301	\$301	\$217	\$204	\$166	\$158	\$158
Mount Forest Confederate	Wed	Tab	2,700	\$212	\$208	\$195	\$186	\$182	\$167	\$163	\$153	\$147	\$143	\$173	\$169	\$159	\$152	\$149	\$88	\$86	\$81	\$77	\$75	\$46	\$45	\$42	\$40	\$40
Muskoka Sun (summer only)	Fri	Tab	10,000	\$610	\$559	\$424	\$424	\$424	\$480	\$440	\$334	\$334	\$334	\$498	\$456	\$346	\$346	\$346	\$252	\$231	\$175	\$175	\$175	\$132	\$121	\$92	\$92	\$92
Muskoka District Weekender (includes Bracebridge, Gravenhurst and Huntsville)	Fri	Tab	25,990	\$741	\$737	\$707	\$703	\$699	\$584	\$580	\$557	\$554	\$550	\$605	\$602	\$577	\$574	\$570	\$306	\$305	\$292	\$291	\$289	\$161	\$160	\$154	\$153	\$152
The Muskokan (summer only)	Fri	Tab	12,000	\$631	\$580	\$508	\$508	\$508	\$497	\$457	\$400	\$400	\$400	\$515	\$474	\$415	\$415	\$415	\$261	\$240	\$210	\$210	\$210	\$137	\$126	\$110	\$110	\$110
Napanee Beaver	Thurs	Tab (6 x 218)	15,752	\$134	\$126	\$120	\$113	\$107	\$100	\$95	\$91	\$86	\$81	\$125	\$119	\$113	\$107	\$101	\$53	\$50	\$47	\$45	\$42	\$28	\$27	\$24	\$23	\$22
Nepean/Barrhaven News	Thurs	Tab (10 x 189)	47,630	\$354	\$336	\$318	\$301	\$283	\$266	\$253	\$240	\$226	\$213	\$222	\$211	\$200	\$189	\$177	\$140	\$133	\$125	\$118	\$112	\$73	\$69	\$66	\$62	\$58
New Hamburg Independent	Wed	Tab	3,400	\$223	\$192	\$158	\$151	\$143	\$175	\$152	\$125	\$119	\$113	\$182	\$157	\$129	\$123	\$117	\$92	\$80	\$66	\$63	\$59	\$48	\$42	\$34	\$33	\$31
	Thurs	B/S	42,849	\$1,501	\$1,327	\$1,153	\$1,037	\$979	\$1,182	\$1,045	\$908	\$817	\$771	\$1,225	\$1,083	\$941	\$847	\$799	\$620	\$549	\$477	\$429	\$405	\$326	\$288	\$250	\$225	\$213
Newmarket Era, Aurora Banner, and Georgina Advocate	Sun	Tab	69,359																									

Modular Net Rates/Effective March 4, 2013

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

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

COMMUNITY NEWSPAPERS	EDITIONS	FORMAT	PRESS RUN	FULL PAGE Tab: 10.375" x 11.5", B/S: 10.375" X 21.5", unless otherwise noted					THREE-QUARTER PAGE Tab: 10.375" x 8.571", B/S: 10.375" X 21.5", unless otherwise noted					HALF PAGE Tab: V - 5.145" x 11.5", H - 10.375" x 5.71", B/S: V - 5.145" x 21.5", H - 10.375" x 16.125", unless otherwise noted					THREE-EIGHTS Tab: V - 5.145" x 8.571", B/S: V - 5.145" x 16.125", unless otherwise noted					QUARTER PAGE 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				
				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
<b>Oakville Beaver</b>	Wed/Thurs/Fri	Tab	<b>53,000</b>	\$6,468	\$5,664	\$4,136	\$3,783	\$3,587	\$5,336	\$4,673	\$3,412	\$3,121	\$2,959	\$3,557	\$3,115	\$2,275	\$2,081	\$1,973	\$2,801	\$2,453	\$1,791	\$1,638	\$1,554	\$1,868	\$1,636	\$1,194	\$1,092	\$1,036
<b>North Oakville Today (North of QEW)</b>	Thurs	Tab	<b>32,600</b>	\$3,471	\$3,382	\$2,759	\$2,225	\$1,958	\$2,864	\$2,790	\$2,276	\$1,836	\$1,615	\$1,909	\$1,860	\$1,517	\$1,224	\$1,077	\$1,503	\$1,465	\$1,195	\$964	\$848	\$1,002	\$977	\$797	\$642	\$565
<b>Orangeville Banner</b>	Tues	Tab	<b>19,490</b>	\$2,313	\$2,038	\$1,627	\$1,548	\$1,509	\$1,908	\$1,682	\$1,342	\$1,277	\$1,245	\$1,272	\$1,121	\$895	\$852	\$830	\$1,002	\$883	\$705	\$671	\$654	\$668	\$589	\$470	\$447	\$436
	Thurs	Tab	<b>23,500</b>	\$2,685	\$2,391	\$1,960	\$1,842	\$1,803	\$2,215	\$1,973	\$1,617	\$1,520	\$1,488	\$1,477	\$1,315	\$1,078	\$1,013	\$992	\$1,163	\$1,036	\$849	\$798	\$781	\$775	\$690	\$566	\$532	\$521
<b>Orillia Today</b>	Thurs	Tab	<b>24,100</b>	\$3,704	\$2,705	\$2,274	\$2,078	\$2,019	\$3,056	\$2,231	\$1,876	\$1,714	\$1,666	\$2,037	\$1,488	\$1,250	\$1,143	\$1,110	\$1,604	\$1,172	\$985	\$900	\$874	\$1,070	\$781	\$657	\$600	\$583
<b>Orleans News</b>	Thurs	Tab (10 x 189)	<b>49,225</b>	\$1,414	\$1,343	\$1,273	\$1,203	\$1,131	\$1,167	\$1,109	\$1,050	\$991	\$933	\$921	\$874	\$828	\$782	\$736	\$613	\$581	\$551	\$520	\$490	\$477	\$453	\$429	\$405	\$381
<b>Oshawa/Whitby This Week</b>	Wed	Tab	<b>81,519</b>	\$8,376	\$7,277	\$6,297	\$5,937	\$5,277	\$6,911	\$6,004	\$5,196	\$4,898	\$4,354	\$4,607	\$4,002	\$3,464	\$3,266	\$2,903	\$3,628	\$3,152	\$2,727	\$2,571	\$2,286	\$2,418	\$2,101	\$1,819	\$1,715	\$1,524
	Fri	Tab	<b>79,804</b>	\$7,757	\$7,339	\$6,100	\$5,923	\$5,295	\$6,400	\$6,055	\$5,032	\$4,887	\$4,368	\$4,267	\$4,036	\$3,355	\$3,257	\$2,913	\$3,360	\$3,178	\$2,641	\$2,565	\$2,294	\$2,240	\$2,120	\$1,761	\$1,711	\$1,529
<b>Osh./Whit./Clarington This Week</b>	Thurs	Tab	<b>107,250</b>	\$9,636	\$9,117	\$7,577	\$7,357	\$6,577	\$7,950	\$7,521	\$6,251	\$6,070	\$5,426	\$5,300	\$5,014	\$4,168	\$4,046	\$3,618	\$4,174	\$3,948	\$3,281	\$3,186	\$2,849	\$2,783	\$2,633	\$2,188	\$2,125	\$1,899
<b>Osh./Whit. This Week/Clarington This Week/Pt.Perry Star*</b>	Thurs	Tab	<b>122,750</b>	\$10,236	\$9,717	\$8,176	\$7,957	\$7,177	\$8,445	\$8,016	\$6,746	\$6,565	\$5,921	\$5,629	\$5,344	\$4,497	\$4,376	\$3,947	\$4,433	\$4,209	\$3,541	\$3,447	\$3,109	\$2,956	\$2,806	\$2,361	\$2,297	\$2,073
<b>Osh./Whit. This Week/Clarington This Week/Pt.Perry Star/Northumberland News/Brighton Indept*</b>	Thurs	Tab	<b>162,850</b>	\$14,734	\$13,874	\$11,635	\$11,196	\$10,236	\$12,155	\$11,446	\$9,599	\$9,236	\$8,445	\$8,104	\$7,631	\$6,399	\$6,158	\$5,629	\$6,382	\$6,010	\$5,040	\$4,849	\$4,433	\$4,254	\$4,007	\$3,360	\$3,232	\$2,956
<b>Ottawa East News</b>	Thurs	Tab (10 x 189)	<b>40,322</b>	\$1,414	\$1,343	\$1,273	\$1,203	\$1,131	\$1,167	\$1,109	\$1,050	\$991	\$933	\$921	\$874	\$828	\$782	\$736	\$613	\$581	\$551	\$520	\$490	\$477	\$453	\$429	\$405	\$381
<b>Ottawa South News</b>	Thurs	Tab (10 x 189)	<b>41,425</b>	\$1,414	\$1,343	\$1,273	\$1,203	\$1,131	\$1,167	\$1,109	\$1,050	\$991	\$933	\$921	\$874	\$828	\$782	\$736	\$613	\$581	\$551	\$520	\$490	\$477	\$453	\$429	\$405	\$381
<b>Ottawa West News</b>	Thurs	Tab (10 x 189)	<b>40,246</b>	\$1,414	\$1,343	\$1,273	\$1,203	\$1,131	\$1,167	\$1,109	\$1,050	\$991	\$933	\$921	\$874	\$828	\$782	\$736	\$613	\$581	\$551	\$520	\$490	\$477	\$453	\$429	\$405	\$381
<b>Parkdale-Liberty Villager</b>	Thurs	Tab	<b>24,590</b>	\$2,737	\$2,716	\$2,594	\$2,552	\$2,532	\$2,259	\$2,241	\$2,139	\$2,105	\$2,088	\$1,506	\$1,494	\$1,426	\$1,404	\$1,392	\$1,185	\$1,177	\$1,124	\$1,106	\$1,096	\$791	\$784	\$749	\$737	\$731
<b>Parry Sound North Star</b>	Wed	B/S	<b>5,400</b>	\$2,950	\$2,528	\$2,288	\$2,167	\$2,107	\$2,434	\$2,086	\$1,887	\$1,788	\$1,738	\$1,622	\$1,391	\$1,258	\$1,192	\$1,159	\$1,278	\$1,095	\$991	\$939	\$913	\$852	\$730	\$661	\$626	\$608
<b>Parry Sound Beacon Star</b>	Fri	Tab	<b>8,500</b>	\$3,057	\$2,705	\$2,607	\$2,587	\$2,568	\$2,543	\$2,231	\$2,151	\$2,134	\$2,118	\$1,711	\$1,488	\$1,434	\$1,423	\$1,412	\$1,348	\$1,172	\$1,129	\$1,121	\$1,112	\$906	\$781	\$753	\$747	\$741
<b>Perth Courier</b>	Thurs	Tab (10 x 189)	<b>12,451</b>	\$667	\$633	\$601	\$567	\$533	\$551	\$523	\$496	\$468	\$441	\$354	\$336	\$318	\$301	\$283	\$289	\$274	\$260	\$246	\$232	\$190	\$181	\$171	\$161	\$152
<b>Peterborough This Week</b>	Wed	Tab	<b>46,375</b>	\$5,037	\$4,018	\$3,293	\$2,920	\$2,842	\$4,156	\$3,315	\$2,717	\$2,409	\$2,345	\$2,770	\$2,210	\$1,811	\$1,606	\$1,563	\$2,182	\$1,740	\$1,426	\$1,265	\$1,231	\$1,454	\$1,160	\$951	\$843	\$821
	Fri	Tab	<b>45,875</b>	\$5,037	\$4,018	\$3,293	\$2,920	\$2,842	\$4,156	\$3,315	\$2,717	\$2,409	\$2,345	\$2,770	\$2,210	\$1,811	\$1,606	\$1,563	\$2,182	\$1,740	\$1,426	\$1,265	\$1,231	\$1,454	\$1,160	\$951	\$843	\$821
<b>Picton Gazette</b>	Thurs	Tab (6 x 218)	<b>11,962</b>	\$801	\$761	\$720	\$680	\$641	\$660	\$627	\$595	\$561	\$528	\$400	\$380	\$360	\$341	\$320	\$347	\$329	\$312	\$295	\$277	\$200	\$190	\$181	\$170	\$160
<b>Port Perry Star</b>	Thurs	Tab	<b>15,500</b>	\$2,391	\$2,293	\$2,078	\$1,784	\$1,705	\$1,973	\$1,892	\$1,714	\$1,471	\$1,407	\$1,315	\$1,261	\$1,143	\$981	\$938	\$1,036	\$993	\$900	\$773	\$739	\$690	\$662	\$600	\$515	\$492
<b>Quinte West News</b>	Thurs	Tab (10 x 189)	<b>23,300</b>	\$1,414	\$1,343	\$1,273	\$1,203	\$1,131	\$1,167	\$1,109	\$1,050	\$991	\$933	\$754	\$716	\$678	\$641	\$603	\$613	\$581	\$551	\$520	\$490	\$410	\$390	\$369	\$349	\$328
<b>Renfrew Mercury</b>	Thurs	Tab (10 x 189)	<b>15,805</b>	\$1,108	\$1,052	\$997	\$941	\$886	\$914	\$868	\$822	\$776	\$731	\$560	\$532	\$504	\$476	\$448	\$479	\$456	\$431	\$408	\$384	\$284	\$269	\$255	\$241	\$226
<b>Richmond Hill/Thornhill Liberal</b>	Thurs	Tab	<b>86,150</b>	\$6,997	\$5,312	\$4,684	\$4,390	\$4,234	\$5,773	\$4,382	\$3,865	\$3,622	\$3,493	\$3,848	\$2,921	\$2,576	\$2,415	\$2,328	\$3,031	\$2,301	\$2,029	\$1,902	\$1,834	\$2,020	\$1,534	\$1,353	\$1,268	\$1,222
<b>Richmond Hill Liberal</b>	Sat	Tab	<b>51,950</b>	\$4,198	\$3,187	\$2,810	\$2,634	\$2,540	\$3,464	\$2,629	\$2,319	\$2,173	\$2,096	\$2,309	\$1,753	\$1,546	\$1,449	\$1,397	\$1,819	\$1,381	\$1,217	\$1,141	\$1,100	\$1,212	\$920	\$812	\$761	\$733
<b>The Sachem</b>	Thurs	Tab	<b>21,624</b>	\$1,882	\$1,803	\$1,372	\$1,372	\$1,372	\$1,552	\$1,488	\$1,132	\$1,132	\$1,132	\$1,035	\$992	\$755	\$755	\$755	\$815	\$781	\$594	\$594	\$594	\$543	\$521	\$396	\$396	\$396
<b>Scarborough Mirror</b>	Tues	Tab	<b>115,975</b>	\$10,517	\$10,434	\$9,591	\$8,890	\$8,397	\$8,676	\$8,608	\$7,912	\$7,334	\$6,927	\$5,784	\$5,738	\$5,274	\$4,890	\$4,618	\$4,555	\$4,519	\$4,154	\$3,850	\$3,637	\$3,037	\$3,012	\$2,769	\$2,567	\$2,424
	Thurs	Tab	<b>122,100</b>	\$10,517	\$10,434	\$9,591	\$8,890	\$8,397	\$8,676	\$8,608	\$7,912	\$7,334	\$6,927	\$5,784	\$5,738	\$5,274	\$4,890	\$4,618	\$4,555	\$4,519	\$4,154	\$3,850	\$3,637	\$3,037	\$3,012	\$2,769	\$2,567	\$2,424
<b>Smiths Falls Record News</b>	Thurs	Tab (10 x 189)	<b>12,358</b>	\$934	\$887	\$840	\$794	\$747	\$770	\$732	\$694	\$655	\$616	\$501	\$475	\$450	\$425	\$400	\$405	\$385	\$364	\$344	\$323	\$270	\$257	\$243	\$230	\$216
<b>St. Catharines/Niagara Falls/Grimsby- Niagara This Week</b>	Wed	Tab: see specs	<b>94,350</b>	\$3,234	\$3,190	\$3,043	\$2,969	\$2,925	\$2,668	\$2,632	\$2,510	\$2,450	\$2,413	\$1,779	\$1,754	\$1,674	\$1,633	\$1,609	\$1,401	\$1,382	\$1,318	\$1,286	\$1,267	\$934	\$921	\$879	\$857	\$845
<b>St. Catharines/Thorold/Niagara Falls/Fort Erie/Welland/Pelham&amp;Wainfleet/Grimsby/Port Colborne - Niagara This Week</b>	Thurs	Tab: see specs	<b>165,666</b>	\$4,013	\$3,954	\$3,719	\$3,513	\$3,425	\$3,311	\$3,262	\$3,068	\$2,898	\$2,826	\$2,207	\$2,175	\$2,046	\$1,932	\$1,884	\$1,738	\$1,713	\$1,611	\$1,522	\$1,483	\$1,159	\$1,142	\$1,074	\$1,014	\$989
<b>St. Lawrence News</b>	Thurs	Tab (10 x 189)	<b>29,517</b>	\$1,347	\$1,280	\$1,213	\$1,145	\$1,078	\$1,112	\$1,056	\$1,001	\$945	\$889	\$714	\$678	\$643	\$607	\$571	\$583	\$555	\$525	\$496	\$467	\$391	\$370	\$351	\$332	\$312
<b>St. Marys Journal-Argus</b>	Wed	Tab	<b>3,400</b>	\$1,100	\$1,078	\$1,012	\$968	\$946	\$908	\$889	\$835	\$799	\$780	\$605	\$593	\$557	\$532	\$520	\$476	\$467	\$438	\$419	\$410	\$318	\$311	\$292	\$280	\$273
	Thurs	Tab	<b>6,900</b>	\$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
<b>St. Thomas/Elgin Weekly News</b>	Thurs	Tab	<b>30,400</b>	\$993	\$944	\$924	\$894	\$795	\$795	\$778	\$762	\$738	\$656	\$584	\$519	\$508	\$492	\$437	\$468	\$409	\$400	\$387	\$344	\$321	\$272	\$267	\$258	\$229
<b>Stittsville News</b>	Thurs	Tab (10 x 189)	<b>12,835</b>	\$880	\$836	\$793	\$749	\$705	\$726	\$691	\$654	\$617	\$581	\$447	\$424	\$402	\$379	\$358	\$381	\$362	\$344	\$324						

Modular Net Rates/Effective March 4, 2013

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	SIXTH PAGE Tab: 5.145" x 3.714", B/S: 5.145" x 7.17", unless otherwise noted					EIGHTH PAGE Tab: H - 5.145" x 2.786", B/S: 5.145" x 5.285", unless otherwise noted					BASEBAR Tab/B/S: 10.375" X 1.785", unless otherwise noted					SIXTEENTH Tab/B/S: V- 2.54" x 2.786", H - 5.145" x 1.357", unless otherwise noted					THIRTY SECOND PAGE Tab/B/S: 2.54" X 1.357", unless otherwise noted				
				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	Wed/Thurs/Fri	Tab	53,000	\$1,245	\$1,090	\$796	\$728	\$690	\$981	\$859	\$627	\$573	\$544	\$1,016	\$890	\$650	\$594	\$564	\$515	\$451	\$329	\$301	\$285	\$270	\$237	\$173	\$158	\$150
North Oakville Today (North of QEW)	Thurs	Tab	32,600	\$668	\$651	\$531	\$428	\$377	\$526	\$513	\$418	\$337	\$297	\$545	\$531	\$434	\$350	\$308	\$276	\$269	\$220	\$177	\$156	\$145	\$141	\$115	\$93	\$82
Orangeville Banner	Tues	Tab	19,490	\$445	\$392	\$313	\$298	\$291	\$351	\$309	\$247	\$235	\$229	\$363	\$320	\$256	\$243	\$237	\$184	\$162	\$129	\$123	\$120	\$97	\$85	\$68	\$65	\$63
	Thurs	Tab	23,500	\$517	\$460	\$377	\$355	\$347	\$407	\$362	\$297	\$279	\$273	\$422	\$376	\$308	\$290	\$283	\$214	\$190	\$156	\$147	\$144	\$112	\$100	\$82	\$77	\$75
Orillia Today	Thurs	Tab	24,100	\$713	\$521	\$438	\$400	\$389	\$562	\$410	\$345	\$315	\$306	\$582	\$425	\$357	\$326	\$317	\$295	\$215	\$181	\$165	\$161	\$155	\$113	\$95	\$87	\$84
Orleans News	Thurs	Tab (10 x 189)	49,225	\$354	\$336	\$318	\$301	\$283	\$266	\$253	\$240	\$226	\$213	\$222	\$211	\$200	\$189	\$177	\$140	\$133	\$125	\$118	\$112	\$73	\$69	\$66	\$62	\$58
Oshawa/Whitby This Week	Wed	Tab	81,519	\$1,613	\$1,400	\$1,212	\$1,143	\$1,016	\$1,270	\$1,104	\$955	\$900	\$800	\$1,317	\$1,143	\$989	\$933	\$829	\$667	\$579	\$501	\$472	\$420	\$350	\$304	\$263	\$248	\$220
	Fri	Tab	79,804	\$1,493	\$1,412	\$1,175	\$1,140	\$1,019	\$1,176	\$1,113	\$925	\$898	\$803	\$1,220	\$1,153	\$958	\$931	\$832	\$617	\$584	\$485	\$471	\$421	\$324	\$306	\$254	\$247	\$221
Osh./Whit./Clarington This Week	Thurs	Tab	107,250	\$1,855	\$1,754	\$1,459	\$1,416	\$1,266	\$1,461	\$1,382	\$1,149	\$1,115	\$998	\$1,515	\$1,432	\$1,190	\$1,156	\$1,033	\$767	\$725	\$603	\$585	\$523	\$403	\$380	\$316	\$307	\$274
Osh./Whit. This Week/Clarington This Week/Pt.Perry Star*	Thurs	Tab	122,750	\$1,971	\$1,871	\$1,574	\$1,532	\$1,382	\$1,551	\$1,473	\$1,239	\$1,207	\$1,088	\$1,609	\$1,527	\$1,285	\$1,251	\$1,128	\$815	\$773	\$651	\$633	\$571	\$427	\$406	\$342	\$333	\$300
Osh./Whit. This Week/Clarington This Week/Pt.Perry Star/Northumberland News/Brighton Indept*	Thurs	Tab	162,850	\$2,837	\$2,670	\$2,240	\$2,155	\$1,971	\$2,234	\$2,103	\$1,764	\$1,697	\$1,551	\$2,315	\$2,181	\$1,829	\$1,760	\$1,609	\$1,173	\$1,105	\$926	\$891	\$815	\$616	\$579	\$487	\$468	\$427
Ottawa East News	Thurs	Tab (10 x 189)	40,322	\$354	\$336	\$318	\$301	\$283	\$266	\$253	\$240	\$226	\$213	\$222	\$211	\$200	\$189	\$177	\$140	\$133	\$125	\$118	\$112	\$73	\$69	\$66	\$62	\$58
Ottawa South News	Thurs	Tab (10 x 189)	41,425	\$354	\$336	\$318	\$301	\$283	\$266	\$253	\$240	\$226	\$213	\$222	\$211	\$200	\$189	\$177	\$140	\$133	\$125	\$118	\$112	\$73	\$69	\$66	\$62	\$58
Ottawa West News	Thurs	Tab (10 x 189)	40,246	\$354	\$336	\$318	\$301	\$283	\$266	\$253	\$240	\$226	\$213	\$222	\$211	\$200	\$189	\$177	\$140	\$133	\$125	\$118	\$112	\$73	\$69	\$66	\$62	\$58
Parkdale-Liberty Villager	Thurs	Tab	24,590	\$527	\$523	\$499	\$491	\$487	\$415	\$412	\$393	\$386	\$383	\$431	\$427	\$407	\$401	\$398	\$217	\$216	\$207	\$203	\$202	\$114	\$113	\$108	\$107	\$106
Parry Sound North Star	Wed	B/S	5,400	\$568	\$487	\$440	\$417	\$406	\$447	\$383	\$347	\$329	\$319	\$464	\$397	\$359	\$341	\$331	\$235	\$201	\$182	\$172	\$168	\$123	\$106	\$96	\$91	\$88
Parry Sound Beacon Star	Fri	Tab	8,500	\$599	\$521	\$502	\$498	\$494	\$476	\$410	\$395	\$392	\$389	\$489	\$425	\$410	\$407	\$403	\$247	\$215	\$207	\$206	\$204	\$132	\$113	\$109	\$108	\$107
Perth Courier	Thurs	Tab (10 x 189)	12,451	\$132	\$124	\$118	\$111	\$105	\$99	\$94	\$89	\$84	\$79	\$105	\$100	\$94	\$89	\$84	\$52	\$49	\$47	\$44	\$42	\$28	\$26	\$24	\$23	\$21
Peterborough This Week	Wed	Tab	46,375	\$970	\$773	\$634	\$562	\$547	\$764	\$609	\$499	\$443	\$431	\$792	\$631	\$517	\$459	\$447	\$401	\$320	\$262	\$232	\$226	\$210	\$168	\$138	\$122	\$119
	Fri	Tab	45,875	\$970	\$773	\$634	\$562	\$547	\$764	\$609	\$499	\$443	\$431	\$792	\$631	\$517	\$459	\$447	\$401	\$320	\$262	\$232	\$226	\$210	\$168	\$138	\$122	\$119
Picton Gazette	Thurs	Tab (6 x 218)	11,962	\$134	\$126	\$120	\$113	\$107	\$100	\$95	\$91	\$86	\$81	\$125	\$119	\$113	\$107	\$101	\$53	\$50	\$47	\$45	\$42	\$28	\$27	\$24	\$23	\$22
Port Perry Star	Thurs	Tab	15,500	\$460	\$441	\$400	\$343	\$328	\$362	\$348	\$315	\$270	\$258	\$376	\$360	\$326	\$280	\$268	\$190	\$183	\$165	\$142	\$136	\$100	\$96	\$87	\$75	\$71
Quinte West News	Thurs	Tab (10 x 189)	23,300	\$281	\$266	\$252	\$238	\$224	\$211	\$200	\$190	\$180	\$168	\$222	\$211	\$200	\$189	\$177	\$110	\$105	\$100	\$94	\$89	\$58	\$55	\$52	\$49	\$47
Renfrew Mercury	Thurs	Tab (10 x 189)	15,805	\$189	\$180	\$170	\$161	\$151	\$149	\$142	\$134	\$126	\$119	\$174	\$165	\$157	\$148	\$139	\$79	\$74	\$70	\$66	\$62	\$41	\$39	\$37	\$35	\$33
Richmond Hill/Thornhill Liberal	Thurs	Tab	86,150	\$1,347	\$1,022	\$902	\$845	\$815	\$1,061	\$805	\$710	\$666	\$642	\$1,100	\$835	\$736	\$690	\$665	\$557	\$423	\$373	\$349	\$337	\$292	\$222	\$196	\$183	\$177
Richmond Hill Liberal	Sat	Tab	51,950	\$808	\$613	\$541	\$507	\$489	\$637	\$483	\$426	\$400	\$385	\$660	\$501	\$442	\$414	\$399	\$334	\$254	\$224	\$209	\$202	\$175	\$133	\$118	\$110	\$106
The Sachem	Thurs	Tab	21,624	\$362	\$347	\$264	\$264	\$264	\$285	\$273	\$208	\$208	\$208	\$296	\$283	\$216	\$216	\$216	\$150	\$144	\$109	\$109	\$109	\$79	\$75	\$57	\$57	\$57
Scarborough Mirror	Tues	Tab	115,975	\$2,024	\$2,009	\$1,846	\$1,712	\$1,616	\$1,594	\$1,581	\$1,454	\$1,348	\$1,273	\$1,653	\$1,640	\$1,507	\$1,398	\$1,320	\$837	\$831	\$763	\$708	\$668	\$439	\$436	\$401	\$372	\$351
	Thurs	Tab	122,100	\$2,024	\$2,009	\$1,846	\$1,712	\$1,616	\$1,594	\$1,581	\$1,454	\$1,348	\$1,273	\$1,653	\$1,640	\$1,507	\$1,398	\$1,320	\$837	\$831	\$763	\$708	\$668	\$439	\$436	\$401	\$372	\$351
Smiths Falls Record News	Thurs	Tab (10 x 189)	12,358	\$187	\$177	\$168	\$159	\$149	\$141	\$134	\$126	\$119	\$112	\$147	\$140	\$132	\$124	\$117	\$73	\$70	\$66	\$62	\$59	\$39	\$37	\$35	\$33	\$31
St. Catharines/Niagara Falls/Grimsby- Niagara This Week	Wed	Tab: see specs	94,350	not available					\$490	\$484	\$461	\$450	\$443	\$889	\$877	\$837	\$817	\$804	\$257	\$254	\$242	\$236	\$233	\$135	\$133	\$127	\$124	\$122
St. Catharines/Thorold/Niagara Falls/Fort Erie/Welland/Pelham&Wainfleet/Grimsby/Port Colborne - Niagara This Week	Thurs	Tab: see specs	165,666	not available					\$608	\$599	\$564	\$533	\$519	\$1,104	\$1,087	\$1,023	\$966	\$942	\$319	\$315	\$296	\$280	\$273	\$168	\$165	\$155	\$147	\$143
St. Lawrence News	Thurs	Tab (10 x 189)	29,517	\$267	\$254	\$240	\$226	\$213	\$201	\$191	\$181	\$170	\$160	\$212	\$201	\$191	\$180	\$169	\$105	\$100	\$95	\$90	\$85	\$55	\$53	\$50	\$47	\$44
St. Marys Journal-Argus	Wed	Tab	3,400	\$212	\$208	\$195	\$186	\$182	\$167	\$163	\$153	\$147	\$143	\$173	\$169	\$159	\$152	\$149	\$88	\$86	\$81	\$77	\$75	\$46	\$45	\$42	\$40	\$40
	Thurs	Tab	6,900	\$258	\$254	\$241	\$233	\$229	\$203	\$200	\$190	\$183	\$180	\$211	\$207	\$197	\$190	\$187	\$107	\$105	\$100	\$96	\$95	\$56	\$55	\$52	\$51	\$50
St. Thomas/Elgin Weekly News	Thurs	Tab	30,400	\$227	\$182	\$178	\$172	\$153	\$173	\$143	\$140	\$136	\$120	not available	\$0	\$0	\$0	\$0	\$89	\$75	\$74	\$71	\$63	\$47	\$39	\$39	\$37	\$33
Stittsville News	Thurs	Tab (10 x 189)	12,835	\$151	\$144	\$136	\$129	\$121	\$118	\$113	\$107	\$101	\$95	\$139	\$132	\$124	\$117	\$111	\$62	\$59	\$56	\$53	\$50	\$33	\$31	\$30	\$28	\$27
Stoney Creek News	Thurs	Tab	32,017	\$619	\$524	\$377	\$328	\$328	\$487	\$413	\$297	\$258	\$258	\$505	\$428	\$308	\$268	\$268	\$256	\$217	\$156	\$136	\$136	\$134	\$114	\$82	\$71	\$71
Stouffville Sun-Tribune	Thurs/Sat	Tab	13,710	\$396	\$381	\$347	\$317	\$257	\$312	\$300	\$273	\$250	\$202	\$323	\$311	\$283	\$259	\$209	\$164	\$158	\$144	\$131	\$106	\$86	\$83	\$75	\$69	\$56
Stratford Gazette	Thurs	Tab	20,000	\$377	\$356	\$284	\$233	\$233	\$297	\$280	\$223	\$183	\$183	\$308	\$290	\$232	\$190	\$190	\$156	\$147	\$117	\$96	\$96	\$82	\$77	\$62	\$51	\$51
Toronto Community News - Thursday Circulation*	Thurs	Tab	481,790	\$8,665	\$8,450	\$7,776	\$7,369	\$7,146	\$6,823	\$6,655	\$6,125	\$5,803	\$5,628	\$7,073	\$6,899	\$6,348	\$6,015	\$5,834	\$3,583	\$3,493	\$3,215	\$3,046	\$2,955	\$1,881	\$1,834	\$1,688	\$1,599	\$1,551
Trent Hills Regional News	Thurs	Tab (10 x 189)	12,115	\$215	\$205	\$194	\$184	\$172	\$162	\$154	\$146	\$138	\$130	\$172	\$163	\$155	\$146	\$138	\$86	\$81	\$77	\$72	\$68	\$45	\$43	\$40	\$38	\$36
Uxbridge Times-Journal	Thurs	Tab	10,500	\$385	\$366	\$332																						

# Advertising Specs

## Modular Sizes

TABLOID

**FULL PAGE** 10.375" X 11.5"  
**THREE QUARTER - H** 10.375" X 8.571"  
**HALF - V** 5.145" x 11.5"  
**HALF - H** 10.375 x 5.71"  
**THREE EIGHTS - V** 5.145" x 8.571"  
**QUARTER - V** 5.145" x 5.71"  
**QUARTER - H** 10.375" x 2.786"  
**SIXTH - H** 5.145" x 3.714"  
**EIGHTH - H** 5.145" x 2.786"  
**BASEBAR** (FRONT PAGE OR SECTION FRONT ONLY) 10.375" x 1.785"  
**SIXTEENTH - H** 5.145" x 1.357"  
**SIXTEENTH - V** 2.54" x 2.786"  
**THIRTYSECOND** 2.54" x 1.357"

ALL TABLOID SIZES ABOVE CAN BE USED IN THE BROADSHEET FORMATS

BROADSHEET

**B/S FULL PAGE** 10.375" x 21.5"  
**B/S THREE QUARTER - H** 10.375" x 16.125"  
**B/S HALF - V** 5.145" x 21.5"  
**B/S HALF - H** 10.375 x 10.75"  
**B/S THREE EIGHTS - V** 5.145" x 16.125"  
**B/S QUARTER - V** 5.145" x 10.75"  
**B/S QUARTER - H** 10.375" x 5.375"  
**B/S FIFTH - V** 5.145" x 8.8"  
**B/S SIXTH - H** 5.145" x 7.17"  
**B/S EIGHTH - H** 5.145" x 5.285"

## Dailies Columns

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

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

**USING AN FTP CLIENT APPLICATION, CONNECT TO OUR FTP SERVER AND TRANSFER YOUR COMPRESSED FILE OR PDF ONTO OUR CORPORATE FTP SITE**  
• **FTP Login Information:** FTP URL: <ftp02.metroland.com> Username: ads Password: csl  
Our FTP site can be accessed using a web browser, such as Internet Explorer 7.0 or higher. To do so, enter the following into the URL Address: <ftp://ads@ftp02.metroland.com>  
The browser will prompt you for the password and should open up a Finder or Windows Explorer window (Mac OS and Windows respectively).  
**E-mail** • Ads smaller than 3 Mb can be sent via e-mail to your sales representative or to [ads@metroland.com](mailto:ads@metroland.com) • Ad material on CD-ROM or DVD are also accepted.

## Modular Sizes - Eastern Ontario Region

\*Note that third size is available, please contact your corporate account executive.

TABLOID

**FULL PAGE** 10.375" X 13.5"  
**THREE QUARTER - H** 10.375" X 10.071"  
**HALF - V** 5.145" x 13.5"  
**HALF - H** 10.375" X 6.714"  
**THIRD H** 10.375" X 4.5"  
**THIRD** 5.145" x 9"  
**THREE EIGHTH** 5.145" x 10.071"  
**QUARTER - V** 5.145" x 6.714"  
**QUARTER - H** 10.375" x 3.285"  
**SIXTH** 5.145" x 4.428"  
**EIGHTH** 5.145" x 3.285"  
**SIXTEENTH - H** 5.145" x 1.642"  
**SIXTEENTH - V** 2.0084" x 4.214"  
**BASEBAR** 10.375" X 1.785"  
**THIRTY SECOND** 2.008" x 2.071"

## Eastern Ontario Region Publications

OTTAWA		SEAWAY
▪ Arnprior Chronicle Guide	▪ Ottawa South News	▪ Belleville News
▪ Carleton Place-Almonte Canadian Gazette	▪ Ottawa West News	▪ Central Hastings News
▪ Kanata Courier Standard	▪ Perth Courier	▪ Frontenac Gazette
▪ Kemptville Advance	▪ Renfrew Mercury	▪ Kingston Heritage
▪ Manotick News	▪ Smiths Falls Record News	▪ Quinte West News
▪ Nepean/Barrhaven News	▪ Stittsville News	▪ St. Lawrence News
▪ Orleans News	▪ West Carleton Review	▪ Trent Hills Regional News
▪ Ottawa East News		▪ Napanee Beaver (see modular size - Napanee & Picton on next page)
		▪ Picton Gazette (see modular size - Napanee & Picton on next page)

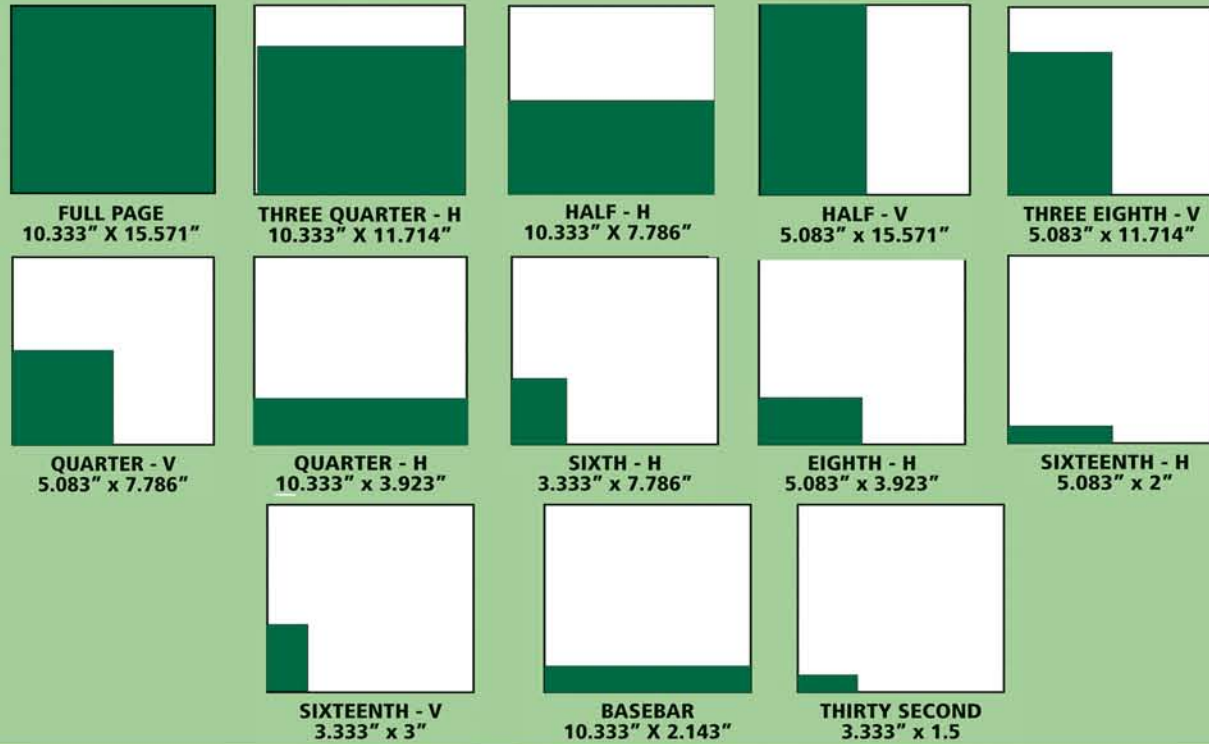
\* Please refer to individual publications on rate card for details

## Colour Charges

* Rates are in net	SPOT	PROCESS
▪ Eastern Ontario Region - Ottawa markets	\$1,800	\$6,000
▪ Eastern Ontario Region - Seaway markets	\$1,100	\$5,200
▪ Eastern Ontario Region - Ottawa + Seaway	\$2,880	\$9,600

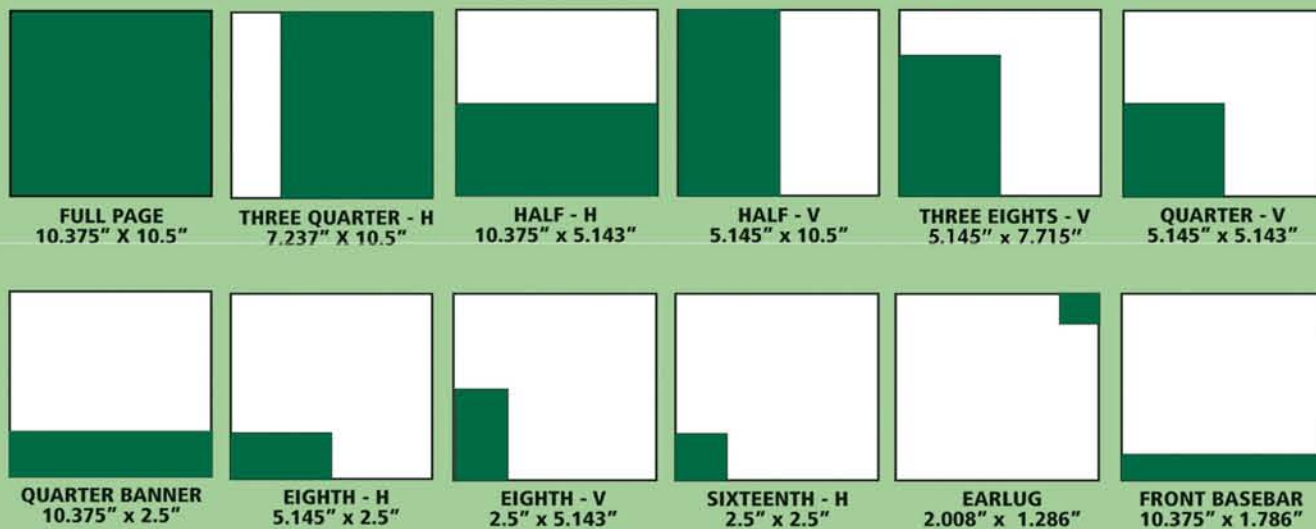
## Modular Sizes - Napanee and Picton

TABLOID



## Modular Sizes - Niagara

TABLOID



### Metroland Community & Specialty Websites

- ✓ BramptonGuardian.com
- ✓ DurhamRegion.com
- ✓ GuelphMercury.com
- ✓ InsideHalton.com
- ✓ InsideToronto.com
- ✓ myKawartha.com
- ✓ NiagaraThisWeek.com
- ✓ Simcoe.com
- ✓ TheRecord.com
- ✓ TheSpec.com
- ✓ Yorkregion.com
- ✓ YourOttawaRegion.com
- ✓ Auto Catch
- ✓ Gotta Rent
- ✓ Flyerland
- ✓ Local Work
- ✓ Save.ca
- ✓ Shop Catch
- ✓ Wag Jag
- and many more...

The Metroland digital network is comprised of 31 community sites, 104 mobile news sites and applications and numerous specialty sites. We serve more than 8.2 million unique visitors and 44 million page views each month by providing local news and information about the communities they serve.

Source: Omniture, Dec 2012

# Specifications and Information

### Deadlines

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

### Colour Rates

Spot Colour—\$285 per paper; Two Colour—\$520 per paper  
 Process Colour—\$985 per paper  
 Multi-market rates-on request

Notes:

- 1) For spot colour minimum advertisement quarter page
- 2) For process colour minimum advertisement three-quarter page
- 3) Colour non-commissionable

### Terms of Payment

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

### Copyright

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

### Errors and Omissions

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

### General

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

### Inserting & Distribution Rates (Net)

- (a) In Paper Pre-printed inserts
    - up to 24 tabloid pages .....\$45 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 .....\$45 per M
    - Apartment Bag Inserts .....\$45 per M
    - Other days ..... on request
- Prices on request for pieces over 2 oz. (57 grams) in weight.

### Distribution Volume Rates

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

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

- New Hamburg Independent

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

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

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

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

Charitable rate: 13 times

\*Must be a registered charity to be eligible for these rates.

### DIGITAL AD TRANSMISSION SPECIFICATIONS

On Request



Head Office: 3125 Wolfedale Rd. Mississauga, ON L5C 1W1  
 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](mailto:Corporate.Sales@metroland.com)