

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

# Gross Alphabetical Modular Rate Card



## November 2013

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Modular Gross Rates/Effective November 15, 2013

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

A - F (Full, Three-Quarter, Half, Three-Eighths and Quarter)				FULL PAGE <small>Tab: 10.375" x 11.5", B/S: 10.375" X 11.5", 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>										
				COMMUNITY NEWSPAPERS	EDITIONS	FORMAT	PRESS RUN	ONE TIME	4 TIMES	13 TIMES	26 TIMES	52 TIMES	ONE TIME	4 TIMES	13 TIMES	26 TIMES	52 TIMES	ONE TIME	4 TIMES	13 TIMES	26 TIMES	52 TIMES	ONE TIME	4 TIMES	13 TIMES	26 TIMES	52 TIMES	ONE TIME	4 TIMES	13 TIMES	26 TIMES	52 TIMES		
<b>Ajax/Pickering News Advertiser</b>				Wed	Tab				\$5,400	\$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				\$5,400	\$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
<b>Alliston Herald</b>				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
<b>Almaguin News</b>				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
<b>Ancaster News</b>				Thurs	Tab				\$12,283	\$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
<b>Arnprior Chronicle Guide</b>				Thurs	Tab (10 x 189)				\$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
<b>Arthur Enterprise News</b>				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
<b>Barrie Advance</b>				Tues	Tab				\$52,800	\$5,411	\$4,870	\$4,383	\$3,944	\$3,502	\$4,193	\$3,774	\$3,397	\$3,057	\$2,714	\$2,976	\$2,678	\$2,410	\$2,169	\$1,926	\$2,232	\$2,009	\$1,808	\$1,627	\$1,444	\$1,637	\$1,473	\$1,326	\$1,193	\$1,059
<b>Barrie Advance/Innisfil Journal (zoning available)</b>				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
<b>Belleville News</b>				Thurs	Tab (10 x 189)				\$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
<b>Bloor West Villager</b>				Thurs	Tab				\$34,000	\$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
<b>Bracebridge Examiner</b>				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
<b>Bradford West Gwillimbury Topic</b>				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
<b>Brampton Guardian</b>				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
<b>Brampton Guardian</b>				Thurs	Tab				\$127,000	\$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
<b>Brampton Guardian</b>				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
<b>Brant News</b>				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
<b>Brighton Independent</b>				Thurs	Tab (10 x 189)				\$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
<b>Brock Citizen</b>				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
<b>Burlington Post</b>				Wed	Tab				\$49,780	\$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
				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
<b>Burlington Post/Flamborough Review*</b>				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
<b>Caledon Enterprise</b>				Tues	Tab				\$14,685	\$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				\$16,785	\$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
<b>Cambridge Times</b>				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
<b>Carleton Place-Almonte Canadian Gazette</b>				Thurs	Tab (10 x 189)				\$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
<b>Central Hastings News</b>				Thurs	Tab (10 x 189)				\$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
<b>City Centre Mirror (includes Annex)</b>				Thurs	Tab				\$50,800	\$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
<b>Clarington This Week</b>				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
<b>Collingwood Connection</b>				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
<b>Collingwood Connection/Wasaga Sun-Stayner Sun*</b>				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
<b>Dundas Star News</b>				Thurs	Tab				\$18,596	\$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
<b>Dunnville Sachem</b>				See The Sachem																														
<b>East York/N. Riverdale/Beach/S. Riverdale Mirrors</b>				Thurs	Tab				\$57,575	\$8,305	\$7,917	\$6,634	\$6,174	\$6,028	\$6,851	\$6,532	\$5,474	\$5,093	\$4,973	\$4,568	\$4,													

Modular Gross Rates/Effective November 15, 2013

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

COMMUNITY NEWSPAPERS				SIXTH PAGE Tab: 5.145" x 3.714", B/S: 5.145" x 7.47", 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					
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	12,283	\$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 (10 x 189)	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	Tues	Tab	52,800	\$1,228	\$1,105	\$994	\$895	\$794	\$900	\$810	\$729	\$656	\$583	\$850	\$765	\$689	\$620	\$550	\$540	\$486	\$438	\$394	\$437	\$378	\$340	\$306	\$276	\$306					
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 (10 x 189)	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	34,000	\$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	127,000	\$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 (10 x 189)	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	Wed	Tab	49,780	\$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					
	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	14,685	\$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	16,785	\$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					
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 (10 x 189)	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 (10 x 189)	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	50,800	\$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	18,596	\$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 York/N. Riverdale/Beach/S. Riverdale Mirrors	Thurs	Tab	57,575	\$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 (10 x 189)	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 (10 x 189)	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 (10 x 189)	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	Thurs	Tab	3,000	\$276	\$272	\$255	\$246	\$242	\$217	\$214	\$201	\$194	\$191	\$225	\$222	\$208	\$201	\$198	\$114	\$112	\$105	\$102	\$100	\$60	\$59	\$55	\$53	\$53					
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	71,750	\$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	\$																			

# Metroland Newspapers

# GROSS MODULAR ADVERTISING RATES

Modular Gross Rates/Effective November 15, 2013

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

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

COMMUNITY NEWSPAPERS				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>				
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	
<b>Georgetown/Acton - The Independent &amp; Free Press</b>	Thurs	Tab	<b>22,800</b>	\$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
<b>Georgina Advocate</b>	Thurs	Tab	<b>18,000</b>	\$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
<b>Glanbrook Gazette</b>	Thurs	Tab	<b>7,078</b>	\$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
<b>Grand River Sachem</b>	See The Sachem																											
<b>Gravenhurst Banner</b>	Thurs	Tab	<b>5,500</b>	\$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
<b>Grimsby Lincoln News (see Niagara This Week for Thurs)</b>	Wed	Tab: see specs	<b>23,450</b>	\$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
<b>Guelph Mercury (Daily)</b>	See enclosed rate card																											
<b>Guelph Tribune</b>	Tues	Tab	<b>40,000</b>	\$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	<b>45,000</b>	\$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
<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>	\$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
<b>Hamilton Mountain</b>	Thurs	Tab	<b>50,593</b>	\$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
<b>Hamilton Spectator (Daily)</b>	See enclosed rate card																											
<b>Huntsville Forester</b>	Thurs	Tab	<b>9,535</b>	\$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
<b>Innisfil Journal</b>	Thurs	Tab	<b>11,000</b>	\$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
<b>Kanata Kourier Standard</b>	Thurs	Tab (10 x 189)	<b>27,408</b>	\$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
<b>Kawartha Lakes This Week (Lindsay/Bobcaygeon/Fenelon Falls)</b>	Tues	Tab	<b>11,401</b>	\$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
	Thurs	Tab	<b>29,980</b>	\$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
<b>Kemptville Advance</b>	Thurs	Tab (10 x 189)	<b>10,328</b>	\$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
<b>King Connection</b>	Thurs	Tab	<b>8,300</b>	\$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
<b>Kingston Heritage</b>	Thurs	Tab (10 x 189)	<b>45,919</b>	\$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
<b>Kitchener (See Waterloo Regional Record - Daily)</b>	See enclosed rate card																											
<b>Kitchener Post</b>	Fri	Tab	<b>60,000</b>	\$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
<b>Listowel Banner</b>	Wed	Tab	<b>3,900</b>	\$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
<b>Listowel Independent Plus</b>	Thurs	Tab	<b>24,500</b>	\$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
<b>London Community News</b>	Thurs	Tab	<b>133,000</b>	\$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
<b>Manotick News</b>	Thurs	Tab (10 x 189)	<b>11,553</b>	\$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
<b>Markham Economist &amp; Sun</b>	Thurs	Tab	<b>72,000</b>	\$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
<b>Markham Econ. &amp; Sun/Stouffville Sun-Tribune*</b>	Thurs	Tab	<b>86,500</b>	\$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
<b>Meaford Express/Blue Mountain Courier Herald</b>	Wed	Tab	<b>4,200</b>	\$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
<b>Midland Penetanguishene Mirror</b>	Thurs	Tab	<b>20,500</b>	\$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
<b>Milton Canadian Champion</b>	Thurs	Tab	<b>27,200</b>	\$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
<b>Minto Express</b>	Wed	Tab	<b>1,500</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>Mississauga News</b>	Wed/Fri	Tab	<b>124,500</b>	\$14,406	\$13,250	\$10,623	\$9,800	\$9,800	\$11,885	\$10,931	\$8,764	\$8,085	\$8,085	\$7,923	\$7,287	\$5,843	\$5,390	\$5,390	\$6,240	\$5,739	\$4,601	\$4,245	\$4,245	\$4,160	\$3,826	\$3,067	\$2,830	\$2,830
<b>Mississauga News Booster</b>	Thurs	Tab	<b>77,100</b>	\$3,052	\$2,999	\$2,882	\$2,699	\$2,464	\$2,518	\$2,475	\$2,377	\$2,227	\$2,033	\$1,700	\$1,641	\$1,494	\$1,482	\$1,355	\$1,322	\$1,299	\$1,248	\$1,169	\$1,067	\$923	\$900	\$853	\$817	\$735
<b>Mississauga News This Week (Apt/Condo/Malton Edition)</b>	Thurs	Tab	<b>75,900</b>	\$6,115	\$5,743	\$4,684	\$4,449	\$4,449	\$5,045	\$4,738	\$3,865	\$3,671	\$3,671	\$3,363	\$3,159	\$2,576	\$2,447	\$2,447	\$2,649	\$2,487	\$2,029	\$1,927	\$1,927	\$1,766	\$1,658	\$1,353	\$1,285	\$1,285
<b>Mount Forest Confederate</b>	Wed	Tab	<b>2,700</b>	\$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
<b>Muskoka District Weekender (includes Bracebridge, Gravenhurst and Huntsville)</b>	Thurs	Tab	<b>27,000</b>	\$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
<b>The Muskokan (summer only)</b>	Fri	Tab	<b>12,000</b>	\$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

## G- N (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 7.47", 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
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	18,000	\$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	40,000	\$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	45,000	\$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	113,489	\$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	50,593	\$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 (10 x 189)	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 (Lindsay/Bobcaygeon/Fenelon Falls)	Tues	Tab	11,401	\$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
	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 x 189)	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 (10 x 189)	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	Fri	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 (10 x 189)	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/Blue Mountain Courier Herald	Wed	Tab	4,200	\$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	Wed/Fri	Tab	124,500	\$2,773	\$2,551	\$2,045	\$1,887	\$1,887	\$2,184	\$2,009	\$1,610	\$1,486	\$1,486	\$2,264	\$2,082	\$1,669	\$1,540	\$1,540	\$1,147	\$1,054	\$845	\$780	\$780	\$602	\$554	\$444	\$409	\$409
Mississauga News Booster	Thurs	Tab	77,100	\$595	\$574	\$523	\$519	\$474	\$523	\$506	\$482	\$453	\$400	\$1,641	\$1,582	\$1,523	\$1,406	\$1,170	\$275	\$266	\$253	\$238	\$210	\$144	\$139	\$133	\$125	\$110
Mississauga News This Week (Apt/Condo/Malton Edition)	Thurs	Tab	75,900	\$1,177	\$1,105	\$902	\$856	\$856	\$927	\$871	\$710	\$674	\$674	\$961	\$902	\$736	\$699	\$699	\$487	\$457	\$373	\$354	\$354	\$256	\$240	\$196	\$186	\$186
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
Muskoka District Weekender (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 (10 x 189)	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 and Aurora Banner	Thurs	B/S	45,700	\$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/Niagara Falls)	Wed		94,350	\$743	\$734	\$699	\$682	\$673	\$645	\$635	\$607	\$592	\$583	\$1,121	\$1,104	\$1,055	\$1,028	\$1,014</										

## 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 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-EIGHTHS 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/Fri	Tab	<b>45,850</b>	\$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
	Thurs	Tab	<b>52,850</b>	\$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
<b>Orangeville Banner</b>	Tues	Tab	<b>19,490</b>	\$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	<b>23,500</b>	\$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
<b>Orillia Today</b>	Thurs	Tab	<b>23,800</b>	\$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
<b>Orleans News</b>	Thurs	Tab (10 x 189)	<b>48,813</b>	\$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
<b>Oshawa/Whitby This Week</b>	Wed	Tab	<b>81,519</b>	\$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
	Fri	Tab	<b>79,804</b>	\$9,124	\$8,633	\$7,175	\$6,966	\$6,228	\$7,528	\$7,122	\$5,919	\$5,748	\$5,138	\$5,019	\$4,748	\$3,947	\$3,831	\$3,426	\$3,952	\$3,738	\$3,107	\$3,017	\$2,698	\$2,635	\$2,493	\$2,072	\$2,012	\$1,798
<b>Osh./Whit./Clarington This Week</b>	Thurs	Tab	<b>107,250</b>	\$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
<b>Osh./Whit. This Week/Clarington This Week/Pt.Perry Star*</b>	Thurs	Tab	<b>119,250</b>	\$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
<b>Ottawa East News</b>	Thurs	Tab (10 x 189)	<b>29,011</b>	\$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
<b>Ottawa South News</b>	Thurs	Tab (10 x 189)	<b>41,157</b>	\$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
<b>Ottawa West News</b>	Thurs	Tab (10 x 189)	<b>35,902</b>	\$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
<b>Parkdale-Liberty Villager</b>	Thurs	Tab	<b>25,700</b>	\$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
<b>Parry Sound North Star</b>	Wed	B/S	<b>3,500</b>	\$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
<b>Parry Sound Beacon Star</b>	Fri	Tab	<b>8,500</b>	\$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
<b>Perth Courier</b>	Thurs	Tab (10 x 189)	<b>12,451</b>	\$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
<b>Peterborough This Week</b>	Wed	Tab	<b>45,828</b>	\$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	<b>45,328</b>	\$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
<b>Picton Gazette</b>	Thurs	Tab (6 x 212)	<b>9,637</b>	\$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
<b>Port Perry Star</b>	Thurs	Tab	<b>12,000</b>	\$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
<b>Quinte West News</b>	Thurs	Tab (10 x 189)	<b>16,057</b>	\$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
<b>Renfrew Mercury</b>	Thurs	Tab (10 x 189)	<b>15,298</b>	\$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
<b>Richmond Hill/Thornhill Liberal</b>	Thurs	Tab	<b>86,400</b>	\$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
<b>The Sachem</b>	Thurs	Tab	<b>21,624</b>	\$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
<b>Scarborough Mirror</b>	Thurs	Tab	<b>122,650</b>	\$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
<b>Smiths Falls Record News</b>	Thurs	Tab (10 x 189)	<b>11,294</b>	\$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
<b>South Asian Focus</b>	Thurs	Tab (10 x 175)	<b>28,200</b>	See enclosed rate card					See enclosed rate card					See enclosed rate card					See enclosed rate card									
<b>St. Catharines/Niagara Falls/Grimsby- Niagara This Week</b>	Wed	Tab: see specs	<b>94,350</b>	\$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
<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>	\$4,719	\$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
<b>St. Lawrence News</b>	Thurs	Tab (10 x 189)	<b>29,807</b>	\$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
<b>St. Marys Journal-Argus</b>	Wed	Tab	<b>3,400</b>	\$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	<b>6,900</b>	\$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
<b>St. Thomas/Elgin Weekly News</b>	Thurs	Tab	<b>30,400</b>	\$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
<b>Stittsville News</b>	Thurs	Tab (10 x 189)	<b>12,887</b>	\$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
<b>Stoney Creek News</b>	Thurs	Tab	<b>32,017</b>	\$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
<b>Stouffville Sun-Tribune</b>	Thurs	Tab	<b>14,500</b>	\$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
<b>Stratford Gazette</b>	Thurs	Tab	<b>20,000</b>	\$2,310	\$2,178	\$1,738																						

## 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
<b>Oakville Beaver</b>	Wed/Fri	Tab	<b>45,850</b>	\$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
	Thurs	Tab	<b>52,850</b>	\$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
<b>Orangeville Banner</b>	Tues	Tab	<b>19,490</b>	\$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	<b>23,500</b>	\$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
<b>Orillia Today</b>	Thurs	Tab	<b>23,800</b>	\$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
<b>Orleans News</b>	Thurs	Tab (10 x 189)	<b>48,813</b>	\$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
<b>Oshawa/Whitby This Week</b>	Wed	Tab	<b>81,519</b>	\$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
	Fri	Tab	<b>79,804</b>	\$1,757	\$1,661	\$1,382	\$1,341	\$1,199	\$1,383	\$1,309	\$1,088	\$1,056	\$945	\$1,435	\$1,356	\$1,127	\$1,095	\$978	\$726	\$687	\$571	\$554	\$495	\$382	\$360	\$299	\$291	\$259
<b>Osh./Whit./Clarington This Week</b>	Thurs	Tab	<b>107,250</b>	\$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
<b>Osh./Whit. This Week/Clarington This Week/Pt.Perry Star*</b>	Thurs	Tab	<b>119,250</b>	\$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
<b>Ottawa East News</b>	Thurs	Tab (10 x 189)	<b>29,011</b>	\$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
<b>Ottawa South News</b>	Thurs	Tab (10 x 189)	<b>41,157</b>	\$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
<b>Ottawa West News</b>	Thurs	Tab (10 x 189)	<b>35,902</b>	\$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
<b>Parkdale-Liberty Villager</b>	Thurs	Tab	<b>25,700</b>	\$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
<b>Parry Sound North Star</b>	Wed	B/S	<b>3,500</b>	\$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
<b>Parry Sound Beacon Star</b>	Fri	Tab	<b>8,500</b>	\$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
<b>Perth Courier</b>	Thurs	Tab (10 x 189)	<b>12,451</b>	\$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
<b>Peterborough This Week</b>	Wed	Tab	<b>45,828</b>	\$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	<b>45,328</b>	\$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
<b>Picton Gazette</b>	Thurs	Tab (6 x 212)	<b>9,637</b>	\$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
<b>Port Perry Star</b>	Thurs	Tab	<b>12,000</b>	\$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
<b>Quinte West News</b>	Thurs	Tab (10 x 189)	<b>16,057</b>	\$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
<b>Renfrew Mercury</b>	Thurs	Tab (10 x 189)	<b>15,298</b>	\$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
<b>Richmond Hill/Thornhill Liberal</b>	Thurs	Tab	<b>86,400</b>	\$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
<b>The Sachem</b>	Thurs	Tab	<b>21,624</b>	\$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
<b>Scarborough Mirror</b>	Thurs	Tab	<b>122,650</b>	\$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
<b>Smiths Falls Record News</b>	Thurs	Tab (10 x 189)	<b>11,294</b>	\$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
<b>South Asian Focus</b>	Thurs	Tab (10 x 175)	<b>28,200</b>	See enclosed rate card					See enclosed rate card					See enclosed rate card					See enclosed rate card									
<b>St. Catharines/Niagara Falls/Grimsby- Niagara This Week</b>	Wed	Tab: see specs	<b>94,350</b>	not available					\$577	\$568	\$544	\$530	\$521	\$698	\$687	\$658	\$641	\$631	\$303	\$298	\$285	\$278	\$274	\$159	\$157	\$150	\$146	\$144
<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>	not available					\$715	\$704	\$664	\$626	\$611	\$865	\$852	\$803	\$757	\$738	\$376	\$370	\$349	\$329	\$321	\$197	\$194	\$183	\$173	\$168
<b>St. Lawrence News</b>	Thurs	Tab (10 x 189)	<b>29,807</b>	\$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
<b>St. Marys Journal-Argus</b>	Wed	Tab	<b>3,400</b>	\$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	<b>6,900</b>	\$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
<b>St. Thomas/Elgin Weekly News</b>	Thurs	Tab	<b>30,400</b>	\$267	\$214	\$209	\$202	\$180	\$204	\$168	\$165	\$159	\$142	not available					\$105	\$88	\$86	\$84	\$74	\$55	\$46	\$45	\$44	\$39
<b>Stittsville News</b>	Thurs	Tab (10 x 189)	<b>12,887</b>	\$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
<b>Stoney Creek News</b>	Thurs	Tab	<b>32,017</b>	\$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
<b>Stouffville Sun-Tribune</b>	Thurs	Tab	<b>14,500</b>	\$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
<b>Stratford Gazette</b>	Thurs	Tab	<b>20,000</b>	\$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
<b>Toronto - All Publications - Thursday*</b>	Thurs	Tab	<b>489,025</b>	\$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
<b>Trent Hills Independent</b>	Thurs	Tab (10 x 189)	<b>11,808</b>	\$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
<b>Uxbridge Times-Journal</b>	Thurs	Tab	<b>10,500</b>	\$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
<b>Vaughan Citizen</b>	Thurs	Tab	<b>58,500</b>	\$909	\$698	\$619	\$577	\$551	\$716	\$550	\$487	\$455	\$434	\$742	\$570	\$505	\$471	\$450	\$376	\$289	\$256	\$239	\$228	\$197				

# 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 • Ad material on CD-ROM or DVD are also accepted.

## Modular Sizes - Eastern Ontario Region

\*Note that third sizes are 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	▪ Quinte West News
▪ Carleton Place-Almonte Canadian Gazette	▪ Ottawa West News	▪ Brighton Independent	▪ St. Lawrence News
▪ Kanata Courier Standard	▪ Perth Courier	▪ Central Hastings News	▪ Trent Hills Independent
▪ Kemptville Advance	▪ Renfrew Mercury	▪ Frontenac Gazette	▪ Napanee Beaver (see modular size - Napanee & Picton on next page)
▪ Manotick News	▪ Smiths Falls Record News	▪ Kingston Heritage	▪ Picton Gazette (see modular size - Napanee & Picton on next page)
▪ Nepean/Barrhaven News	▪ Stittsville News		
▪ Orleans News	▪ West Carleton Review		
▪ Ottawa East News			

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

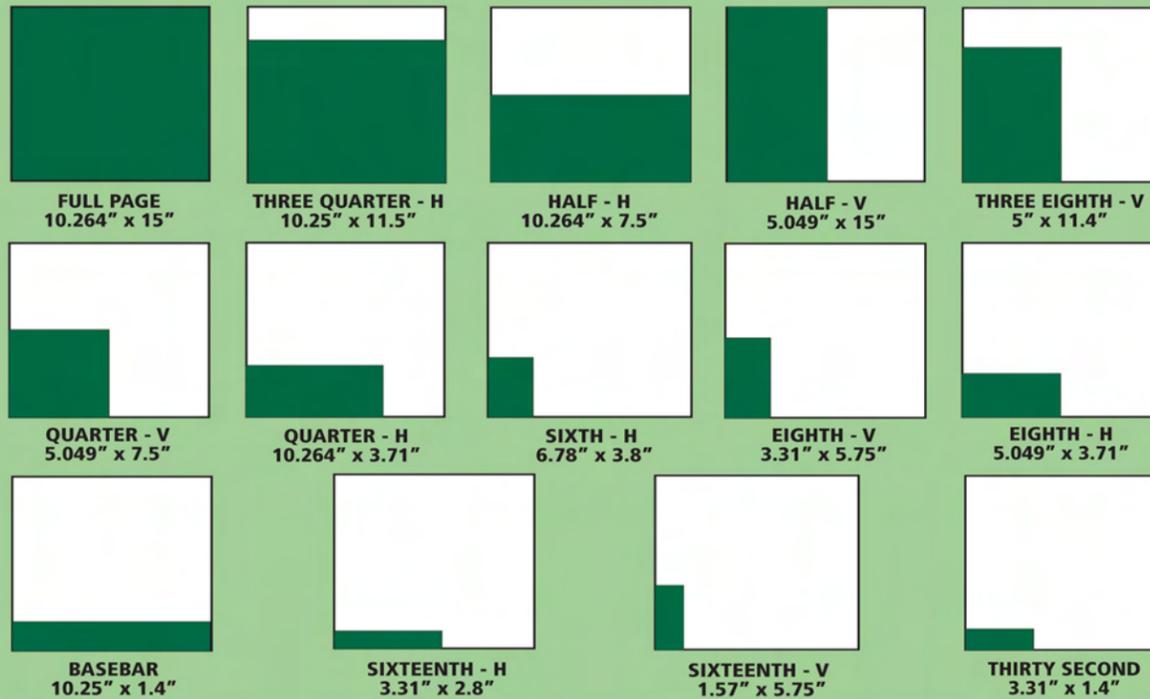
## Colour Charges

\* Rates are in 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

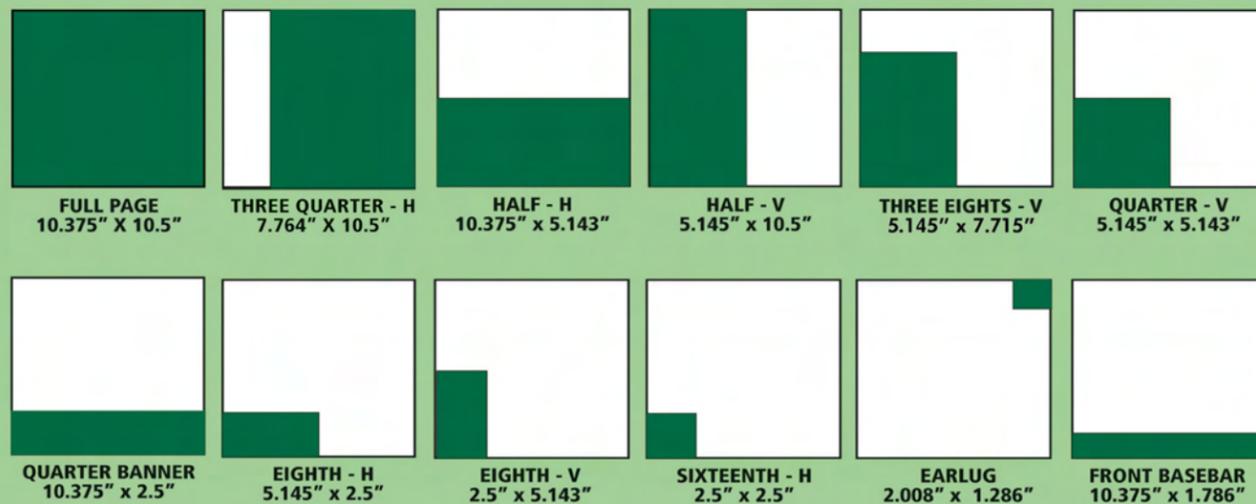
## Modular Sizes - Napanee and Picton

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...

Metroland's portfolio of 37 award-winning daily and community news websites provides unparalleled coverage of key communities across Ontario.

We provide 7.3 million UV's and 44 million PV's each month and each site is brimming with relevant, original local news and informational content including daily local news updates, classifieds, announcements, local sports coverage, community events listings, movies and more!

Source: Omniture July 2013

# 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 .....\$53 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 .....\$53 per M  
 Apartment Bag Inserts .....\$53 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 **\$67.10** per thousand gross: (no volume discounts are available)

- New Hamburg Independent

The rate for inserting and distribution of flyers in the following newspapers is **\$86.25** per thousand gross: (no volume discounts are available)

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

The rate for inserting and distribution of flyers in the following newspapers is **\$97.75** per thousand gross: (no volume discounts are available)

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

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

### DIGITAL AD TRANSMISSION SPECIFICATIONS

On Request



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)