

# The Middlesex BANNER

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"Your Community News Since 1996"

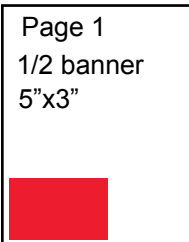
OUR AD RATES (effective 1 January 2019):

Full Page 10"x11.5"

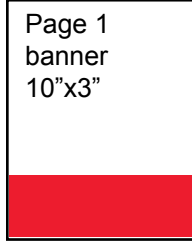


## SAMPLE DISPLAY AD SIZES:

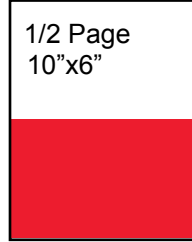
Page 1  
1/2 banner  
5"x3"



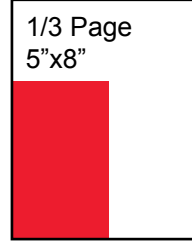
Page 1  
banner  
10"x3"



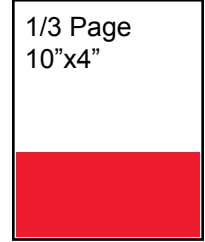
1/2 Page  
10"x6"



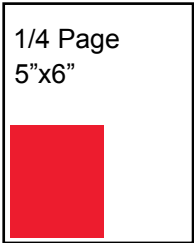
1/3 Page  
5"x8"



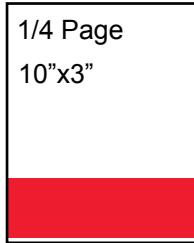
1/3 Page  
10"x4"



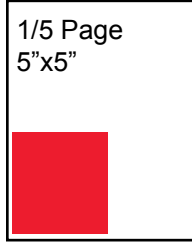
1/4 Page  
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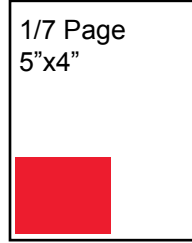
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10"x3"



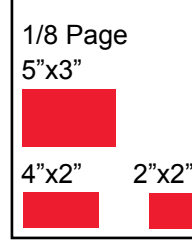
1/5 Page  
5"x5"



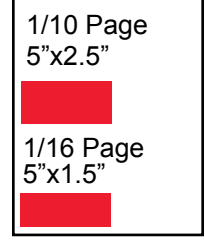
1/7 Page  
5"x4"



1/8 Page  
5"x3"



1/10 Page  
5"x2.5"



1/16 Page  
5"x1.5"

\*COLOUR is 20% extra \*\*HST extra

Ad Deadline is the Friday Prior to the week you want an ad in The Banner; Payment is due in 30 days (2% interest monthly on unpaid bills)

AD SIZE:	Full	Pg.1 banner	Pg.1 1/2 banner	1/2 Page	1/3	1/4	1/5	1/7	1/8	1/10	1/16
Base Rate* **	\$965.85	\$316.36	\$169.64	\$460.14	\$310.49	\$247.19	\$198.94	\$174.59	\$130.94	\$110.09	\$75.73

### FREQUENCY DISCOUNTS AS FOLLOWS:

Ad runs two times, in 2 consecutive editions = 10% off each ad  
 Ad runs three times, in 3 consecutive editions = 20% off each ad  
 Ad runs four times, in 4 consecutive editions = 30% off each ad

**PRE-PAYMENT DISCOUNT:**  
 A further 10% OFF when your ad  
 is paid before publication!

MARKETPLACE section ads (60% OFF) = 4"x2" business card \$28.75/week (28-week run); 2"x2" \$20.07/week (28-week run)  
 Flyer Inserts Rates: 9.8 cents each (1,500 copies needed, we don't print these) = \$147.77

### The BANNER: Your BEST way to reach out to your customers in Middlesex County!

**WIDE-REACH:** Reach every address several times a year! Try the **BANNER PHONE GUIDE** annually and the **BANNER EXTRA** seasonally. Blanket coverage of all 10,000 addresses in Middlesex Centre, North Middlesex, Lucan Biddulph & Strathroy-Caradoc. BANNER PHONE GUIDE rates start from \$162!  
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