

BANNER Publications

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PHONE GUIDE ADVERTISING RATE SHEET

January 2008 (GST extra)

The Middlesex BANNER Phone Guide is printed annually each October. Distribution is approximately 9,500 via Canada Post to all addresses in: Ailsa Craig, Arva, Coldstream, Poplar Hill, Ilderton, Denfield, Lucan, Granton, Parkhill, Thorndale,

OUTER COVER (full or spot colour)			INNER COVER (Centre spread) (full or spot colour)		
Front Outside	4 ads only (Bus. card size)	\$735 each	1/4 pg.	\$251	
			1/2 pg.	\$488	
			FULL	\$932	
Front Inside	1/4 pg.	\$281	1/4 pg.	\$281	
	1/2 pg.	\$547	1/2 pg.	\$547	
	FULL	\$1,035	FULL	\$1,104	
Back Inside	1/4 pg.	\$281	1/4 pg.	\$281	
	1/2 pg.	\$547	1/2 pg.	\$547	
	FULL	\$1,035	FULL	\$1,035	
Back Outside	1/4 pg.	\$309	1/4 pg.	\$251	
	1/2 pg.	\$602	1/2 pg.	\$488	
	FULL	\$1,144	FULL	\$932	
Black & White Display ads within body of Phone Listings			2" x 2"	\$102	You can repeat your ad in additional white page listings for 50% off.
			4" x 2"	\$189	
			1/4 pg	\$258	
			1/2 pg.	\$429	
			FULL	\$739	

INSERT/FLYER RATES: 9,000 Inserts - 6.7¢/insert = \$608

BUSINESS DIRECTORY LISTINGS: *The Middlesex BANNER Phone Guide* includes white page listings for residences and institutions. All paid advertisers are included in the "Who Does What?" Business Directory at the back of the *The Middlesex BANNER Phone Guide*, cross referenced as needed.

DEADLINES/TERMS: *The Middlesex BANNER Phone Guide* is published once per year. The Advertising Deadline is the last day of September. Advertisers will be invoiced for ads when the *The Middlesex BANNER Phone Guide* is published in late October (some exceptions apply). Interest of 2% will be charged on accounts not paid within 30 days of the invoice date.