

The Strathroy **BANNER** *Extra!*

"Reaching every home in **BANNER** Land"

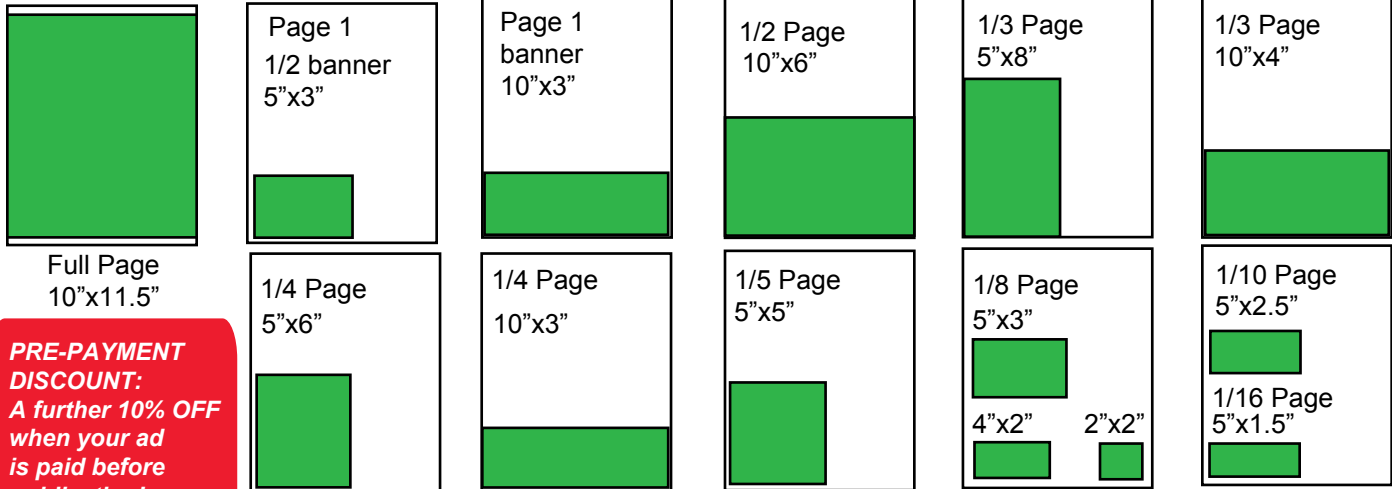
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"Your Community News Since 1996"

Circulation: 7,000 (once a season!)
 17 Apr., 17 Jul., 16 Oct., 15 Jan.

OUR AD RATES (effective 1 January 2019)

SAMPLE DISPLAY AD SIZES:



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

COLOUR is 20% extra HST on all prices

Ad Deadline is 2 Fridays prior to the publishing date. Payment is due in 30 days (2% interest monthly on unpaid bills)

AD SIZE:	Full	Pg.1	Pg.1	1/2 Page	1/3	1/4	1/5	1/8	1/10	1/16
Ad Frequency:		banner	1/2 banner							
Base Rate=	\$1,275.39	\$429.62	\$225.40	\$611.25	\$412.47	\$328.40	\$262.71	\$173.99	\$156.88	\$98.31
2 Times/Year=*	\$1,147.85	\$386.66	\$202.86	\$550.13	\$371.22	\$295.56	\$236.44	\$156.59	\$141.19	\$88.48
3 Times/Year=**	\$1,020.31	\$343.69	\$180.32	\$489.00	\$329.97	\$262.72	\$210.17	\$139.19	\$125.50	\$78.65
4 Times/Year=***	\$ 892.77	\$300.73	\$157.78	\$427.88	\$288.73	\$229.88	\$183.90	\$121.79	\$109.82	\$68.82

FREQUENCY DISCOUNTS = *10% (2Ads/Year), **20% (3 Ads/Year), ***30% (4 Ads/Year)

MARKETPLACE section ads (70% OFF) = 4"x2" business card \$27.72/week (28-week run); 2"x2" \$19.35/week (28-week run)

Flyer Inserts Rates: 9.5 cents each (17,000 copies needed, we don't print these) = \$1,615.00

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

WIDE-REACH: Reach every address each season! Try the **STRATHROY PHONE BOOK** annually and the **BANNER** paid edition biweekly.. Blanket coverage of all 7,000 addresses in Strathroy & Area. BANNER biweekly ad rates are lower... **BANNER PHONE GUIDE** rates start from \$162!
 Ask us for more details: **Call 519-293-1095 or email editor@banner.on.ca**

WHEN YOU NEED IT: Try the regular Wednesday paid edition of the BANNER. Canada Post & newsstand coverage to 1,500 addresses in Middlesex Centre, North Middlesex, Lucan Biddulph & Strathroy-Caradoc.

ONLINE: Try advertising on our online edition or in our online directory ~ we can link your ad with us to your own website, to steer traffic your way! **ONLY \$102 per Year: Call 519-293-1095 or email editor@banner.on.ca**

Contact Publisher **BRAD HARNESS** today to explore your advertising options!
 Call or Fax **519-245-6116** or email **editor@banner.on.ca**