

BANNER Publications

The Middlesex BANNER, Extra, and Phone Guide

Mailing address: P.O. Box 433, Ailsa Craig, Ontario, N0M 1A0

Office: 175 Main Street, Ailsa Craig, Ontario, N0M 1A0 ~ Ph/Fx 293-1095 ~ email: editor@banner.on.ca

ADVERTISING RATE SHEET

January 2008 (GST extra)

The Middlesex BANNER newspaper is a weekly publication printed in TABLOID format. Circulation is 1,250 (by subscription, newsstand sales, newspaper box sales, and promotional distribution) to readers in Ailsa Craig, Arva, Coldstream, Delaware, Denfield, Granton, Ilderton, Kilworth, Komoka, London, Lucan, Parkhill, Poplar Hill, Strathroy, and Thorndale. The Middlesex BANNER Extra! is also a tabloid newspaper edition & reaches 7,600 homes once per season. A FULL PAGE advertisement is 10" wide x 15.5" deep.

AD RATES:

| Ad Size: | Base Rate | 6 Times/Year | | 12 Times/Year | | 24 Times/Year | | 48 Times/Year | |
|---------------------------------|-----------|--------------|------------|---------------|----------|---------------|--------|---------------|-------------|
| | | | 5% Savings | 10% Savings | Monthly | Bi-weekly | Weekly | 20% Savings | 30% Savings |
| 4" x 2" | \$45.41 | \$43.14 | \$40.87 | \$36.33 | \$31.79 | | | | |
| 4" x 3" | \$65.46 | \$62.19 | \$58.91 | \$52.37 | \$45.82 | | | | |
| 4" x 4" | \$81.11 | \$77.05 | \$73.00 | \$64.89 | \$56.78 | | | | |
| 4" x 5" | \$100.45 | \$95.43 | \$90.41 | \$80.36 | \$70.32 | | | | |
| 4" x 6" | \$121.46 | \$115.39 | \$109.31 | \$97.17 | \$85.02 | | | | |
| 5" x 6" | \$146.33 | \$139.01 | \$131.70 | \$117.06 | \$102.43 | | | | |
| 6" x 6" | \$173.41 | \$164.74 | \$156.07 | \$138.73 | \$121.39 | | | | |
| 8" x 5" (Approx. 1/4 Pg.) | \$190.56 | \$181.03 | \$171.50 | \$152.45 | \$133.39 | | | | |
| 10" x 5" (Approx. 1/3 Pg.) | \$235.24 | \$223.48 | \$211.72 | \$188.19 | \$164.67 | | | | |
| 10" x 7" (Approx. 1/2 Pg.) | \$326.65 | \$310.32 | \$293.99 | \$261.32 | \$228.66 | | | | |
| 10" x 10" (Approx. 3/4 Pg.) | \$462.80 | \$439.66 | \$416.52 | \$370.24 | \$323.96 | | | | |
| 10" x 11" | \$503.45 | \$478.28 | \$453.11 | \$402.76 | \$352.42 | | | | |
| 10" x 15.5" (Vert. Full Pg.) | \$610.68 | \$580.15 | \$549.61 | \$488.54 | \$427.48 | | | | |
| 10" x 3" (Horiz. Front Btm.) | \$191.45 | \$181.88 | \$172.31 | \$153.16 | \$134.02 | | | | |
| 5" x 3" (Horiz. 1/2 Front Btm.) | \$103.60 | \$98.42 | \$93.24 | \$82.88 | \$72.52 | | | | |
| 2" x 2" (Business Directory) | \$20.00 | \$19.00 | \$18.00 | \$16.00 | \$14.00 | | | | |

COLOUR CHARGE = Price of your ad + 15% for the colour currently in use; or \$96.44 per non-use colour.

INSERT/FLYER RATES:

| | Base Rate | 4 Times/Year | 12 Times/Year | 24 Times/Year | 48 Times/Year |
|------------------------------------|--------------------------------|--------------------------------|-------------------------------|-------------------------------|-------------------------------|
| BANNER: 1,250 Inserts | 6.7 cents/insert = \$83.75 | 6.4 cents/insert = \$80.00 | 6.1 cents/insert = \$76.25 | 5.4 cents/insert = \$67.50 | 4.8 cents/insert = \$60.00 |
| BANNER EXTRA: 7,600 Inserts | 6.7 cents/insert = \$509.20 | 5.4 cents/insert = \$410.40 | n/a | n/a | n/a |

The BANNER Phone Guide is an annual phone directory mailed free to over 9,500 addresses in our coverage area. Publishing each October. Advertising deadline is 5 September. Receive a free Business Directory listing with your ad.

AD RATES: 2" x 2" ad = \$102.00 4.5" x 2" ad = \$189

Additional insertions of the same ad (in other listings) of the BANNER Phone Guide at half price. Cover ads and interior display ads as well as flyer inserts are available. Please call for rates.

DEADLINES/TERMS: The Middlesex BANNER is published on Wednesdays, 48 times per year. The Middlesex BANNER Extra! is published 4 times a year (30 April, 30 July, 29 October, 31 December 2008). The Advertising Deadline is 5:00 p.m., the Friday prior to publishing. Advertisers will be invoiced for ads per edition (some exceptions apply). Interest of 2% will be charged on accounts not paid within 30 days of the invoice date.