

Grand Bend STRIP

COMMUNITY NEWSPAPER

Winter 2008 Advertising Information

Display Advertising Rates

Deadline - 12pm Friday before publication

Grand Bend Strip publishes 1000 copies monthly in the winter, and each issue is delivered to more than 600 subscribers through Canada Post; subscribers can also view the paper online.

The newspaper is committed to quality community journalism, and publisher Casey Lessard is a nationally and provincially recognized reporter, photographer and page designer.

Grand Bend Strip publishes every other Wednesday from May to Sept. and monthly from Oct. to April.

	1x	4x	10x	20x	Width (inches)	Height (inches)	Column-inches
Full Page	\$299.60	-10%	-15%	-20%	10.25"	11"	88.00
Two-thirds	\$199.80	-10%	-15%	-20%	6.8"	11"	58.67
Half Page	\$149.80	-10%	-15%	-20%	10.25"	5.5"	44.00
One-third	\$99.90	-10%	-15%	-20%	10.25"	3.65"	29.33
Quarter Page	\$74.90	-10%	-15%	-20%	5.0625"	5.5"	22.00
Sixth	\$49.95	-10%	-15%	-20%	3.375"	5.5"	14.67
Eighth Page	\$37.45	-10%	-15%	-20%	5.0625"	2.75"	11.00
Vert Biz Card	\$23.90	-10%	-15%	-20%	2.5"	3.5"	7.00
Horiz Biz Card	\$18.20	-10%	-15%	-20%	3.375"	2"	5.33
1/2 Biz Card	\$9.09	-10%	-15%	-20%	3.375"	1"	2.67
1/3 Biz Card	\$6.07	-10%	-15%	-20%	3.375"	0.67"	1.78

Per Column Inch	\$3.41	-10%	-15%	-20%	1.1875"	1"	1.00
Per Line	\$0.24	-10%	-15%	-20%	1.1875"	0.07"	0.07

All prices listed are per placement, plus GST.

- Discounts based on single orders booked within one year of contract.
- Colour Charges (full colour): 1/4 page or less = \$75; Up to 1/2 page = \$150; up to full page = \$300
- Guaranteed ad positioning (if space available): \$25; Proofs beyond 3: \$35. **Flyers start at \$60/1000**
- Accounts are billed on the day of publication, and are due upon receipt.
- Display advertising rates based on agate lines and columns.
 - Grand Bend Strip has 8 columns. Each inch = 14 agate lines. *Minimum order = 14 lines*
 - Ads not conforming to above column-inch dimensions will be charged the Per Line Rate.

1 col = 1 3/16"
2 col = 2 1/2"
3 col = 3 13/16"
4 col = 5 1/16"
5 col = 6 7/16"
6 col = 7 3/4"
7 col = 9"
8 col = 10 1/4"



[HTTP://WWW.GRANDBENDSTRIP.COM](http://www.grandbendstrip.com)

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