

2015 RATECARD



RATES EFFECTIVE
DECEMBER 28, 2014

*RATES ARE NET
AND DO NOT INCLUDE
APPLICABLE H.S.T.

The Toronto Sun
333 King Street East,
Toronto, Ontario
M5A 3X5

e-mail: torsun.classified@sunmedia.ca

SEMI DISPLAY RATES

Consecutive days not necessary. Prices quoted are for number of insertions ordered in advance without change. Rates are per line, per day.

MINIMUM 5 LINES	MON.-SAT.	SUN.
1 Insertion.....	\$11.29	\$16.72
2 Insertions.....	\$ 8.97	\$13.22
3 Insertions.....	\$ 8.73	\$12.93
7 Insertions.....	\$ 8.25	\$12.20
14 Insertions.....	\$ 7.51	\$11.11
21 Insertions.....	\$ 6.94	\$10.29
30 Insertions.....	\$ 6.24	\$ 9.30

COMMERCIAL AGATE RATES

MINIMUM 3 LINES	MON.-SAT.	SUN.
1 Insertion.....	\$11.67	\$17.30
3 Insertions.....	\$ 9.43	\$13.98
7 Insertions.....	\$ 7.55	\$11.20
14 Insertions.....	\$ 5.96	\$ 8.86
30 Insertions.....	\$ 5.50	\$ 8.14
45 Insertions.....	\$ 5.26	\$ 7.76

Prices quoted are for consecutive insertions ordered in advance without change. Rates are per line, per day.

COLOUR ADVERTISING RATES

For 15% (spot) and 25% (process) more, add colour to your advertisement (based upon availability)



ON-LINE ADVERTISING OPPORTUNITIES AVAILABLE

- Please ask your Sales Representative

BOX REPLIES

The Toronto Sun will supply a confidential box number on request and mail all replies to the advertiser for an additional charge of \$79.00 per order. Boxes will be held open for 14 days from last insertion of advertisement. Mail received after this time will be destroyed.

DAILY, SATURDAY AND SUNDAY CLASSIFIED DEADLINES

Copy will be accepted up to 3:30 p.m. Monday-Thursday for the following day, 3:30 p.m. Friday for Saturday and Sunday and 4 p.m. Friday for insertion Monday. Advertisements requiring production work 1 hour earlier than above. Full pages required 24 hours earlier than that.

CANCELLATIONS

Monday through Friday - before 2 p.m. for the next publishing day. Friday - before 4 p.m. for Sunday and Monday.

PROOFS

If required, proofs may be supplied (minimum ad size 200 lines) on 48 hours notice. Excessive corrections or remakes of production proofs will be charged at regular production rates.

TERMS AND CONDITIONS

- Accounts are subject to credit verification before acceptance.
- Invoices are payable when rendered.
- No agency commission allowed on local retail advertising.
- Overdue accounts are charged interest on the unpaid amount at an annual rate of 18%, calculated and compounded every 4 weeks.
- The publisher reserves the right to increase the rate stipulated herein at any time on thirty days notice in writing.
- Contest advertising to include publication of results; ads must be submitted in advance and include rules.
- Not responsible for incorrect appearance of key numbers.
- Advertisements ordered in specific space shall be measured from cut-off rule to cut-off rule.
- The Sun reserves the right to omit or limit the size of any advertisement; to refuse to publish any advertisement or any portion thereof which, in their absolute discretion, is unacceptable; and to add the word "Advertisement" or "Advt." to any advertisement. The Sun reserves the right to classify all ads. In consideration for the publication of any advertisement, the advertiser agrees to indemnify The Sun from any claims that arise out of publication of such advertisement.
- The advertiser agrees that the Toronto Sun shall have no liability whatsoever to the advertiser as a result of, or in respect of, errors in ads in excess of the amount paid by the advertiser for the space actually occupied by that portion of the ad in which the error occurred, whether such error is due to the negligence of the Toronto Sun or otherwise, and the Toronto Sun shall have no liability whatsoever to the advertiser as a result of, or in respect of, the non-insertion of any advertisement in excess of the amount paid by the advertiser for such advertisement whether such omission is due to the negligence of the Toronto Sun or otherwise.
- Accuracy is critical to the advertiser and the Toronto Sun. Please check your advertisement on the first day of insertion.
- Not responsible for advertising material unless return delivery instructions are received with order.
- Contingent orders will not be accepted.
- Excessive corrections or remakes of production proofs will be charged at regular production rates.