

2015 RATECARD



RATES EFFECTIVE
DECEMBER 28, 2014

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

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

Phone: 416-947-3185
Advertising Agencies: 416-947-3125
Fax: 416-947-3177
Toll Free: 1-800-268-4309
e-mail: torsun.recruitmentads@sunmedia.ca

ANNUAL CONTRACTS

See your sales representative for details on contract rates.

EMPLOYMENT*

CLASSIFIED 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	\$11.11	\$16.29
2 insertions	\$ 10.00	\$14.68
3 insertions	\$ 9.64	\$14.02
7 insertions	\$ 8.51	\$12.27

COMMERCIAL AGATE RATES

PER AGATE LINE (Minimum 3 lines)	MON.-SAT.	SUN.
1 insertion	\$13.89	\$20.38
3 insertions	\$ 9.88	\$14.48
7 insertions	\$ 8.12	\$11.66

Agate advertisements must be consecutive insertions ordered in advance without change.

*Rates are commissionable.

COLOUR ADVERTISING RATES

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

POSITION CHARGES

Earlugs (1.933" wide x 1.429" deep)

	MON.-SAT.	SUN.
13x	\$846	\$1,210
26x	\$759	\$1,132
52x	\$675	\$1,043



WEEKLY CAREERS FEATURE

ON-LINE ADVERTISING OPPORTUNITIES AVAILABLE

– Please ask your Sales Representative

DAILY, SATURDAY AND SUNDAY R.O.P.

SPACE RESERVATION AND CLOSING

- Black and white bookings no later than 11 a.m. day before insertion (Friday 11 a.m. for Saturday and Sunday; Friday 12 noon for Monday).
- Black and white cancellations not accepted after 11 a.m. day before insertion.
- Colour reservations 4 days before publication. Printing material 3 days before publication. Cancellation date 3 days in advance. Special inks require at least 7 days notice. Rates on request.
- Material deadline 2 p.m. day before insertion.
- Material on disk due by 2 p.m. day prior.
- Flexform Advertising may be charged as full page and if so will be the only advertisement on the page.

DAILY, SATURDAY AND SUNDAY CLASSIFIED

SPACE RESERVATION AND CLOSING

Copy accepted up to 3:00 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. Ads requiring production work require 24 hours notice. Cancellations accepted before 2 p.m. Monday-Friday for the following day. Friday by 4 p.m. for Sunday and Monday. Material on disk due by 2 p.m. day before publication.

The Toronto Sun ■ WEDNESDAY, NOVEMBER 19, 2014

CAREERS REGISTER · SEARCH · LEARN | TorontoSun.com/Careers

To advertise call 416-947-3588 or 1-800-268-4309 • Editor Diane James diane.james@sunmedia.ca 416-947-2308

Turn seasonal job into full-time gig

LEARN MORE
Special to Q&A Agency

Here's how:

1. **Start your best stuff.** Put your best foot forward: be punctual, dress professionally and be willing to take on more than the minimum job requires. "If you're serious about doing this and it's not just a three-month experience, you need to put attention to how you present yourself," says the author. "You need to show up on time, be professional, and expand their professional skills and expand their professional network, even if it's a few months. But if all you want is to do a part-time seasonal job, that's fine. A temporary position is a full-time one, you'll develop the same level of skill and discipline." "If you're able to land some part-time work and you are looking for full-time work, take advantage of the great opportunities you have to show who you are and what you can do," says business consultant K. Palmer. "Just make sure you're in a location for a while that you can get to easily."
2. **Take advantage of the great opportunities.** As a new season begins, you'll have the benefit of a fresh pair of eyes. "Full-time employers who've been in a location for a while change their objectives, wants to accommodate things that aren't working very well and so. One of the best things a manager can do is hire the right person for the job and salary, that's someone who loves the work and performs well. If you're in a retail store, you want to hire someone who is a good communicator, someone who is a good listener, someone who is a good team player, someone who is a good problem solver." "Seasonally, you want them to be prepared to accept feedback if opportunities are granted, stick to the facts and never make a decision. You don't want to invest yourself into a position and personal issue."
3. **What can you do that sets it apart?** "If you're new things that need doing but aren't being done, offer to help. If the person is full of ideas, then create a scenario. The employer will agree with you and find a way to employ you to do it."
4. **If you love the work, say so.** One of the best things a manager can do is hire the right person for the job and salary, that's someone who loves the work and performs well. If you're in a retail store, you want to hire someone who is a good communicator, someone who is a good listener, someone who is a good team player, someone who is a good problem solver." "Seasonally, you want them to be prepared to accept feedback if opportunities are granted, stick to the facts and never make a decision. You don't want to invest yourself into a position and personal issue."

Business partner you need to know the truth

Make It Work

Q: I've had a great relationship with my business partner for the last five years. He's a great person to work with and I've learned a lot from him. But lately, I've noticed some changes in his behavior. He's been more distant, less communicative, and I've noticed some things that he's not telling me. I'm not sure if I'm overreacting or if there's something going on. How can I tell if my business partner is still committed to the business and to me?

A: It's not a dress rehearsal, you're here once so be sure to get your job done. If you're not getting along with your business partner, you need to get to the bottom of it. You need to understand what he's doing and why. You need to be clear about your expectations and responsibilities. Once you've established a clear structure for your business, you'll be able to tell if your partner is still committed to the business and to you.

Q: I'm a bit of a control freak and I'm not sure if I'm a good business partner. I'm a bit of a control freak and I'm not sure if I'm a good business partner. I'm a bit of a control freak and I'm not sure if I'm a good business partner. I'm a bit of a control freak and I'm not sure if I'm a good business partner.

A: People may come to you in a leadership or event but don't expect to control. This is a good thing. People are searching for a leader who is not a control freak. You need to be a leader who is not a control freak. You need to be a leader who is not a control freak. You need to be a leader who is not a control freak.

Q: I'm a bit of a control freak and I'm not sure if I'm a good business partner. I'm a bit of a control freak and I'm not sure if I'm a good business partner. I'm a bit of a control freak and I'm not sure if I'm a good business partner. I'm a bit of a control freak and I'm not sure if I'm a good business partner.

A: A good coach will help you through your goals and your current work and will help you to see the future. If you're not sure if you're a good business partner, you need to be a leader who is not a control freak. You need to be a leader who is not a control freak. You need to be a leader who is not a control freak.

— You had a great relationship with your business partner for the last five years. He's a great person to work with and I've learned a lot from him. But lately, I've noticed some changes in his behavior. He's been more distant, less communicative, and I've noticed some things that he's not telling me. I'm not sure if I'm overreacting or if there's something going on. How can I tell if my business partner is still committed to the business and to me?