



FREQUENCY	FULL RUN FULL PAGE	FULL RUN HALF PAGE	FULL RUN QUARTER PAGE
Full Colour 1x	\$11,229	\$6,176	\$3,705

ISSUE	RESERVATIONS AND CANCELLATIONS DEADLINE	PROOF DEADLINE	MATERIAL DEADLINE
Friday, Sunday	Wednesday 11:00 am	N/A	Wednesday 4:30 pm

New Homes is published on Friday and home delivered on Sunday.



FREQUENCY	FULL PAGE	1/2 PAGE	1/4 PAGE
Full Colour 1 x	\$10,944	\$6,019	\$3,283

ISSUE	RESERVATIONS AND CANCELLATIONS DEADLINE	PROOF DEADLINE	MATERIAL DEADLINE
Thursday	Wednesday 10:30 am	N/A	Wednesday 4:30 pm

MECHANICAL SPECIFICATIONS:

RUN OF PAPER
 Full page image area 10.333" x 11.429"
 8 COL X 160 LINES

AD SIZES IN INCHES

WIDTH	1 Col.	2 Col.	3 Col.	4 Col.	5 Col.	6 Col.	8 Col.
	1.146"	2.458"	3.771"	5.083"	6.396"	7.708"	10.333"
HEIGHT							
Full Page	-	-	-	-	-	-	11.429"
3/4 Page	-	-	-	-	-	11.429"	8.464"
1/2 Page	-	-	-	11.429"	9.14"	-	5.571"
1/4 Page	-	11.429"	-	-	5.571"	-	-
1/8 Page	-	5.571"	-	2.821"	-	-	-
Banner	-	-	-	-	-	-	1.85"
Double Truck	21.357" x 11.429"		(Charged as 17 columns)				

We do not accept 7 column ads.

14 lines to the inch (Formula for calculating cost: Columns x Lines x Rate = Cost)
 Depth of any advertisement exceeding 135 lines will be charged at full column depth of 160 lines. Minimum space 10 lines. Add 10 lines for each column crossed.

The Publisher reserves the right to make size adjustments at his/her discretion to allow for potential changes in printing press configurations at time of print.

ELECTRONIC ADVERTISING FILES SOFTWARE/HARDWARE COMPATIBILITY

MACINTOSH: **Hi-Res PDFs** (press optimized - 240 total ink, 250 dpi)

ELECTRONIC FILES can be sent by FTP server or emailed to:

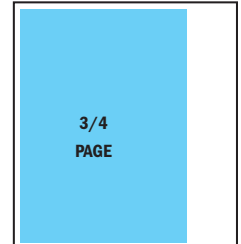
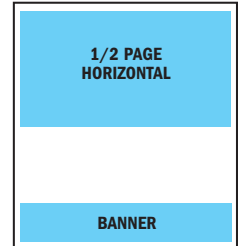
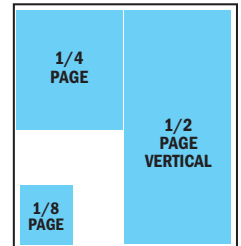
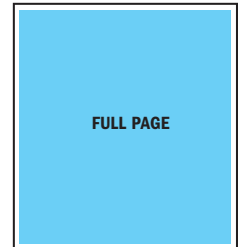
BY FETCH: Host: ftp.sunpub.com
 Username: sunads
 Password: sunads321
 Directory: incoming/toronto/ads

Note: The exact name of the file sent to the FTP site must be supplied.

By WEB

http://ftp.sunpub.com
 Access code = sunads
 Password = *sunads321
 Select upload - Select Files
 Click bottom upload button

ONCE ELECTRONIC FILES HAVE BEEN TRANSMITTED, THEY MUST BE ACCOMPANIED BY A PDF, COMPLETE WITH A FILE NAME.



2015 RATECARD

RATES EFFECTIVE
 DECEMBER 28, 2014

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

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