



ADVERTISING RATES

DISPLAY ADVERTISING RATES

(Net Per Line)	MON-SAT	SUN
Promo/contra Rate	\$3.66	\$3.99
OPEN RATES	\$2.65	\$2.89
Total Revenue		
\$10,000	\$2.51	\$2.73
\$20,000	\$2.33	\$2.54
\$50,000	\$2.27	\$2.48
\$100,000	\$1.96	\$2.13
\$250,000	\$1.72	\$1.89
Help-Wanted (ROP)	\$3.87	\$4.14

SPECIAL CLASSIFICATIONS

	MON-SAT	SUN
Careers	\$3.66	\$3.91
"Charitable, Non Profit"		
And Church	\$2.60	\$2.84

COLOUR RETAIL ADVERTISING RATES

	MON-SAT	SUN
Black & 1 Spot Colour	\$1,120	\$1,679
Black & 2 Spot Colour	\$1,688	\$2,261
Black & 3 Spot Colour	\$2,240	\$3,359
Add 25% For Non-Standard Colours		

MASS IMPACT - DAILY*

TABLOID	B/W	1 SPOT	2 COL	FULL COL
4 Pages	\$6,238	\$6,851	\$7,045	\$7,324
8 Pages	\$12,129	\$13,397	\$13,723	\$14,953

BROADSHEET**

4 Pages	\$12,129	\$13,397	\$13,723	\$14,953
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*Rates may increase due to cost of newsprint.

**Deadlines based on press availability.

PREPRINTED INSERTS FOR RETAIL

(Cost Per Thousand)	Full Run	
	1 - 12X	\$57
	13 - 25X	\$55
	26 - 39X	\$52
	40 - 52X	\$49

(Cost Per Thousand)

* Rates Apply To Regular Sized Flyers Up To 50 Grams.

* Inserts To Be Delivered 4 Days Prior To Distribution Date
For shipping information ask your representative.

EARLUGS

FREQUENCY		FREQUENCY	
52X.....	\$107	13X	\$123
26X.....	\$115	6X	\$134
Front Page	Mon-Sat \$455	Sun	\$618

SPECIAL POSITIONING

Guaranteed Positioning Charge 15% to 30%

Front Page Banner (Includes Full Process Colour)

Mon-Sat \$1157 Sunday \$1243

52 Week Commitment

Page 2

10x23 Contract Rate + 30%
52 Week Commitment

Page 6

1/2 Page Contract Rate + 30%
52 Week Commitment

Outside Back Cover

Contract Rate +30%
Full Page 52 Week Commitment

Inside Back Cover

Contract Rate +20%
Full Page 52 Week Commitment

Section Banners

10x23 Contract Rate + 15%

Screened Imprints

Minimum 13 Week Commitment \$811

Flex-Form Advertising

Available Daily, Saturday And Sunday; Will Be Charged As A Full Page And Will Be The Only Advertisement On The Page.

SPECIAL POSITIONS AVAILABLE IN AUTONET

Premium 30%	Page 3 (10X40)
Front Page Banner (10x36)	Outside Back Cover of AUTONET (10x160)
Front Page Earlug	
3 columns X 15 agates	

BUSINESS DIGEST*

	MON-SAT
Ad + Advertorial	
10x160	\$2,948
7x145	\$1,972
10x80	\$1,511
Or 35% Off Contract Rate*Max 1 Per Quarter	

BUSINESS FACTS*

Advertorial	MON, TUES, SAT
10x160	\$1,725
7x145	\$1,156
10x80	\$889
Or 50% Off Contract Rate*Max 1 Per Quarter	

Ask Your Sun Representative About Special Sun Supplements.