



2015 DISPLAY ADVERTISING RATES

For advertising inquiries, please call Dal Lewis at 403.250.4220 or email dal.lewis@sunmedia.ca



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● DISPLAY RATES

	Mon-Thurs	Fri-Sat	Sun	Lineage Equivalent (000's)
Open Rate.....	\$3.43	\$3.52	\$4.11	n/a
\$3,000.....	\$3.23	\$3.31	\$3.88	936
\$5,000.....	\$3.17	\$3.24	\$3.80	1,591
\$10,000.....	\$3.10	\$3.17	\$3.72	3,357
\$20,000.....	\$2.98	\$3.08	\$3.59	6,788
\$30,000.....	\$2.91	\$3.01	\$3.50	10,400
\$50,000.....	\$2.78	\$2.86	\$3.34	18,178
\$75,000.....	\$2.73	\$2.78	\$3.26	27,787
\$100,000.....	\$2.63	\$2.69	\$3.14	38,519
\$150,000.....	\$2.55	\$2.62	\$3.01	59,430
\$200,000.....	\$2.47	\$2.54	\$2.97	81,570
\$250,000.....	\$2.41	\$2.47	\$2.88	104,600
\$300,000.....	\$2.33	\$2.40	\$2.73	130,003

● COLOUR ADVERTISING (ADD)

All Local	Mon-Thurs	Fri, Sat & Sun
BW + 1	\$1,212	\$1,818
BW + 2.....	\$1,817	\$2,423
Process	\$2,423	\$3,635

● POSITION CHARGES (ADD)

Any Guaranteed Page25%

● PRIME SPECIAL POSITIONS

Front Page Banner (10x23 process) Mon-Sun.....	\$1,545
Front Page Earlugs (2x20 process) Mon-Sun	\$535
Page 2 Banner (10x23 process) Mon-Sun.....	\$1,231
Page 3 Banner (10x23 process) Mon-Sun.....	\$1,231
Page 4 Banner (10x23 process) Mon-Sun.....	\$1,128
Comic Page (3x46 process) Mon-Sat.....	\$505
Sports Front Page Banner (10x23 process) Mon-Sun ..	\$1,015
Sunshine Girl Banner (10x23 process) Mon-Sun	\$1,015

Colour subject to availability.

● INSERT RATES

• 1x=\$83 • 3x=\$69 • 6x=\$59 • 13x=\$54 • 26x=\$48 • 52x=\$43
 Available Wednesday through Sunday. Subject to specification requirements.

● SPECIALTY INSERT PRODUCTS (PER 1000)

Quotation available upon request.

Effective December 28, 2014