



2015 NEW HOMES & CONDOS ADVERTISING RATES



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● ANNUAL REVENUE CONTRACTS

Per Agate Line	Contract Rate	Lineage Equivalent (000's)
Open Rate.....	\$4.00	n/a
\$3,000.....	\$3.76	807
\$5,000.....	\$3.68	1,375
\$10,000.....	\$3.59	2,814
\$20,000.....	\$3.47	5,812
\$30,000.....	\$3.39	8,933
\$50,000.....	\$3.22	15,656
\$75,000.....	\$3.15	24,027
\$100,000.....	\$3.03	33,357
\$1500,000.....	\$2.96	51,268
\$200,000.....	\$2.86	70,595
\$250,000.....	\$2.79	90,549

● COLOUR ADVERTISING (ADD)

BW + 1	\$896
BW + 2	\$1,289
Process	\$1,719

● CLASSIFIED RATE

	Open Rate
2-columns x 43 lines	\$363
4-columns x 43 lines	\$355

● HOMES SPECIAL PUBLICATIONS

Ask about our selection of Calgary Sun Homes Special Features and Custom Magazines available throughout the year.

● DISTRIBUTION

The calgary Sun's New Homes & Condos product is distributed throughout Calgary and surrounding areas for a total household coverage of 170,000

● PICK-UP INSERTION DISCOUNT IN DAILY SUN

Monday through Friday, same ad, one time only.
 Pick up at 50% Off.

Effective December 28, 2014