



# ADVERTISING RATES

## DISPLAY ADVERTISING RATES

(Net Per Line)	MON-SAT	SUN
Promo/contra Rate	\$3.66	\$3.99
<b>OPEN RATES</b>	\$2.65	\$2.89
<b>Total Revenue</b>		
\$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 Apply To Regular Sized Flyers Up To 50 Grams.

\*\*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.**



# SPECIFICATIONS

## MISCELLANEOUS

- a. The publisher reserves the right to increase the rate stipulated herein at any time on thirty days notice in writing.
- b. Contest advertising to include publication of results and advertising must be submitted in advance and include rules.
- c. Not responsible for incorrect appearance of key numbers (example: phone number, address).
- d. Advertisements ordered in specific space shall be measured from cut-off rule to cut-off rule, but not exceed space ordered.
- e. The publisher reserves the right to omit or limit the size of any advertisement which, in his absolute discretion, is unacceptable and to add the word "Advertisement" or "Adv" to any advertisement.
- f. The advertiser agrees that the publisher shall not be liable for damages arising out of errors in advertisements beyond the amount charged for the space actually occupied by that portion of the advertisement in which the error occurred, whether such error is due to the negligence of his servants or otherwise... and there shall be no liability for non-insertion of any advertisements beyond the amount charged for such advertisements. The Ottawa SUN will not be responsible for more than one incorrect insertion.
- g. Not responsible for advertising material unless return delivery instructions are received with order.
- h. Contingent orders will not be accepted.
- i. Excessive corrections or remakes of production proofs will be charged at regular production rates.
- j. Contracts subject to cancellation unless copy starts within 60 days of date.
- k. Black and white cancellation not acceptable after 9AM day prior to insertion.
- l. Special ink must be ordered 10 days before publication.

## TERMS

- a. Net 30 days. Invoice payable when rendered.
- b. No agency commission paid on local retail advertising.
- c. H.S.T. applicable
  - \*Published 7 days a week
  - \* Home delivery by 6:30AM weekdays, 8:00AM on Saturday & Sunday.

## ALL SECTIONS

- a. Agate line basis, 14 lines to the inch.
- b. Size of page 10 columns.  
Type space 10.333 x 11.429 inches  
(1,600 lines to a page)
- c. Depth of column 11.429 (160 lines)
- d. Column widths (Inches)
 

1 column	.883 inches
2 columns	1.933 inches
3 columns	2.983 inches
4 columns	4.033 inches
5 columns	5.083 inches
6 columns	6.133 inches
7 columns	7.183 inches
8 columns	8.233 inches
9 columns	9.283 inches
10 columns	10.333 inches
- e. Can carry double truck (limited days).
- f. Depth of any advertisement exceeding 140 lines will be charged at full column depth of 160 lines.



# TECHNICAL REQUIREMENTS

## TO ENSURE TIMELY & ACCURATE PROCESSING OF ADVERTISEMENTS:

1. Use COMPATIBLE software applications.  
The preferred file format is a high resolution PDF with embedded fonts or high resolution JPG files. We can also accept the following packaged with graphics and fonts:
  - Adobe InDesign CS3
  - Adobe Illustrator CS3
  - Adobe Photoshop PSD or TIF
  - Microsoft Word DOCX
 We accept both PC and Macintosh platforms. We cannot accept Corel files. Please call for file compatibility
2. Please provide the following information:
  - Account and file names
  - Name and phone number of sender
  - Date of ad insertion
  - Name of Ottawa Sun Sales Representative
  - Email a copy to your Sales Representative  
Please indicate file name on email.
3. Please ensure: All colour documents are in Process Colour (CMYK). Convert all Pantone and other colour systems to Process Colour. Your photos are minimum 200dpi and at 100% in your document.  
You have supplied all supporting files, ie: photos, logos and fonts (unless fonts are converted to outlines or embedded in your pdf or eps file).

## 4. E-mail or FTP Procedure.

You can send all e-mail attachments to your Sales Representative  
Files should be no larger than 1.5MB. Please name the subject of your e-mail by your account name. If you have large files you can send via FTP (File Transfer Protocol)

Our FTP site is:

Host (URL): ftp.sunpub.com

User Name: anonymous

Password: guest

Directory: ottawa

You must upload only to the /**ottawa** directory.

## 5. Ads are accepted on removable media.

We can accept ads on:  
CDs, DVDs or USB keys.

6. If you are using a PC graphics application, you must export your file to a PDF format.  
Please ensure that all fonts are embedded.

**Thank you for advertising with the Ottawa Sun.**