



– *Published Tuesday Afternoon* –

**Broadsheet Newspaper
Full Size**

6 columns x 21” (294 lines)

1,764 lines per page

126 column inches per page

Circulation: 3,324

Column Width –

1 column: 2-1/16” or 12.5 picas

2 columns: 4-5/16” or 26 picas

3 columns: 6-9/16” or 39.5 picas

4 columns: 8-13/16” or 53 picas

5 columns: 11-1/16” or 66.5 picas

6 columns: 13-5/16” or 80 picas

**Advertising Deadline
FRIDAY, 5 P.M.**

(proof requests by 12 noon Monday)

**National Ad Rate
82¢ per line net
(96¢ per line gross)**

SAMPLE SIZES

6 x 294 - Full Page – \$1,446.48

6 x 147 - 1/2 Page – \$723.24

3 x 147 - 1/4 Page – \$361.62

3 x 73 - 1/8 Page – \$179.58

**Colour Charge: \$150 (gross) per page
(one colour plus black)**

Full Process Colour: \$450 (gross) per page



– *Published Friday Morning* –

**Tabloid Newspaper
Full Size**

5 columns x 14.75” (207 lines)

1,035 lines per page

73.75 column inches per page

Circulation: 2,193

Column Width –

1 column: 1-14/16” or 11.5 picas

2 columns: 3-14/16” or 23 picas

3 columns: 5-14/16” or 35 picas

4 columns: 7-12/16” or 47 picas

5 columns: 10” or 60 picas

**Advertising Deadline
WEDNESDAY, 5 P.M.**

**National Ad Rate
69¢ per line net
(81¢ per line gross)**

SAMPLE SIZES

5 x 207 - Full Page – \$714.15

5 x 104 - 1/2 Page – \$358.80

5 x 52 - 1/4 Page – \$179.40

5 x 26 - 1/8 Page – \$89.70

**Colour Charge: \$150 (gross) per page
(one colour plus black)**

Full Process Colour: \$450 (gross) per page

**For further information
contact the advertising department
(506)466-3220**