

2011 Printing Schedule & Rates

The Bruce Peninsula Press

since 1988

NOW 18 ISSUES A YEAR

The Bruce Peninsula Press is delivered by mail FREE to every home and business within the Municipality of Northern Bruce Peninsula. Issues are also sold in stores from Owen Sound to Tobermory. Approximately 300 subscribers from across Canada and the U.S also receive the Press.

The Bruce Peninsula Press is published 18 times a year with 11 of those issues printed during the "Peak Season" from May to October. Advertising in black and white or full colour is available at a competitive rate. Discounts are available at time of booking 2 or more issues.

CLASSIFIED ADS: up to 25 words \$10.00, each additional word after 25 - 10¢. Bold 10¢ per word. Boxed ads are an additional \$10.00. G.S.T. extra.

OBITUARIES: \$30. with picture \$45. these ads are boxed

REGISTERED CHARITIES receive a 30% discount on all display advertising

DISPLAY FAMILY ANNOUNCEMENTS - Weddings, graduations, obituaries & memorial notices with or without photo are 20% off the regular display ad rate.

ADVERTISING SCHEDULE

ISSUE	DEADLINE	PRINTING
#1 Groundhog Day	January 5.....	January 11
#2 Valentine Day/Hockey Day	February 2	February 8
#3	March 9	March 15
#4 Easter	April 6	April 12
#5 Mothers Day.....	April 27.....	May 3
#6 Victoria Day.....	May 11	May 17
#7 Chi Chee 1	May 25	May 31
#8 Fathers/Chi Chee 2.....	June 8	June 14
#9 Graduation/Canada Day	June 22	June 28
#10 Warton Fair 1	July 6	July 12
#11 Warton Fair 2/Civic Holiday.....	July 20.....	July 26
#12	August 3.....	August 9
#13 Labour Day	August 24.....	August 30
#14 Hiking Festival 1	September 7.....	September 13
#15 Hiking Fest 2/Thanksgiving ...	September 28	October 4
#16 Halloween/Remembrance.....	October 19.....	October 25
#17	November 16.....	November 22
#18 Christmas/NewYears.....	December 7.....	December 13

Service Directory Advertising

The Service Directory is available for a minimum of 6 issues. Service Directory ads are in black and white only. Prices do not include H.S.T.

AD SIZE	FULL PRICE	25% Discount for 6-17 Issues =	30% Discount for 18 Issues =
3" x 3.25"	\$53.50/issue	\$40.13/issue	\$37.45/issue
2" x 3.25"	40.00/issue	30.00/issue	28.00/issue
1.5" x 3.25"	34.00/issue	25.50/issue	23.80/issue
1" x 3.25"	30.00/issue	22.50/issue	21.00/issue

DISPLAY ADVERTISING RATES

HST NOT INCLUDED

SIZE - Width x Height	B&W	COLOUR
Full Page 10.25" (4 col) x 16"	\$445.00	\$623.00
10.25" (4 col) x 11"	\$342.00	\$478.80
7.5" (3 col) x 12" or 10.25" (4 col) x 9"	\$284.00	\$397.60
Half Page 10.25" (4 col) x 7.75"	\$236.00	\$330.40
5" (2 col) x 13.5" or 7.5" (3 col) x 9"		
or 10.25" (4 col) x 6.75"	\$227.00	\$317.80
5" (2 col) x 12.75" or 7.5" (3 col) x 8.5"	\$216.00	\$302.40
5" (2 col) x 11"		
or 10.25" (4 col) x 5.5"	\$190.00	\$266.00
5" (2 col) x 10" or 10.25" (4 col) x 5"	\$177.50	\$248.50
5" (2 col) x 9" or 7.5" (3 col) x 6"	\$164.00	\$229.60
Quarter Page 5" (2 col) x 7.5"	\$143.00	\$200.20
5" (2 col) x 6.75"		
or 7.5" (3 col) x 4.5"	\$132.00	\$184.80
5" (2 col) x 6"	\$122.00	\$170.80
5" (2 col) x 5"	\$107.50	\$150.50
5" (2 col) x 4"	\$91.00	\$127.40
2.5" (1 col) x 7" or 5" (2 col) x 3.5"	\$84.30	\$118.02
2.5" (1 col) x 6" or 5" (2 col) x 3"	\$76.75	\$107.45
2.5" (1 col) x 5" or 5" (2 col) x 2.5"	\$67.10	\$93.94
2.5" (1 col) x 4"	\$56.45	\$79.03
2.5" (1 col) x 3"	\$45.80	\$64.12
2.5" (1 col) x 2.5"	\$40.35	\$56.49
2.5" (1 col) x 2"	\$34.00	\$47.60

Full Colour Front Page advertising is available for a minimum of 6 issues. The cost is \$95.00 per issue less applicable discounts. H.S.T. extra. The shape of the ad depends on space available.

Published by: **The Tobermory Press Inc.** P.O. Box 89, 39 Legion St., Tobermory, ON N0H 2R0
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