

2012 Printing Schedule & Rates

The Bruce Peninsula Press

since 1988

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.

SINGLE PAGE INSERT: \$350. per issue

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

OBITUARIES: Boxed ad no picture \$30.; with picture \$45.

REGISTERED CHARITIES receive a 25% 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.

18 ISSUES A YEAR ADVERTISING SCHEDULE

ISSUE	DEADLINE	PRINTING
#1 Groundhog Day	January 11.....	January 17
#2 Valentine's Day/Hockey Day.....	February 1	February 7
#3	February 29	March 6
#4 Easter	March 28.....	April 3
#5 Mother's Day	April 18	April 24
#6 Victoria Day.....	May 9	May 15
#7 Chi Chee 1	May 23	May 29
#8 Father's Day/Chi Chee 2	June 6	June 12
#9 Graduation/Canada Day	June 20	June 26
#10 Warton Fair 1	July 4	July 10
#11 Warton Fair 2/Civic Holiday.....	July 18.....	July 24
#12	August 8.....	August 14
#13 Hiking Festival 1/Labour Day.....	August 22.....	August 28
#14 Hiking Festival 2.....	September 5	September 11
#15 Thanksgiving	September 26	October 2
#16 Halloween/Remembrance	October 17.....	October 23
#17	November 14.....	November 20
#18 Christmas/New Year's	December 5.....	December 11

DISPLAY ADVERTISING RATES

SIZE - Width x Height	B&W	COLOUR
Full Page 10.25" (4 col) x 16"	\$459.00 ...	\$642.60
10.25" (4 col) x 11"	\$353.00 ...	\$494.20
7.5" (3 col) x 12" or 10.25" (4 col) x 9" ...	\$292.50 ...	\$409.50
Half Page 10.25" (4 col) x 7.75" or 5" (2 col) x 15.75"		
or 7.5" (3 col) x 10.25"	\$253.25 ...	\$354.55
5" (2 col) x 13.5" or 7.5" (3 col) x 9"		
or 10.25" (4 col) x 6.75"	\$233.75.....	\$327.25
5" (2 col) x 12.75" or 7.5" (3 col) x 8.5"	\$222.50	\$311.50
5" (2 col) x 11" or 10.25" (4 col) x 5.5"	\$195.70....	\$273.98
5" (2 col) x 10" or 10.25" (4 col) x 5"	\$182.80 ...	\$255.92
5" (2 col) x 9" or 7.5" (3 col) x 6"	\$169.00 ...	\$236.60
Quarter Page 5" (2 col) x 7.5"	\$147.25 ...	\$206.15
5" (2 col) x 6.75" or 7.5" (3 col) x 4.5"	\$136.00 ...	\$190.40
5" (2 col) x 6"	\$125.70.....	\$175.98
5" (2 col) x 5"	\$110.75....	\$155.05
One Eighth 5" (2 col) x 4"	\$93.75....	\$131.25
2.5" (1 col) x 7" or 5" (2 col) x 3.5"	\$86.85 ...	\$121.59
2.5" (1 col) x 6" or 5" (2 col) x 3"	\$79.10	\$110.74
2.5" (1 col) x 5" or 5" (2 col) x 2.5"	\$69.15	\$96.81
2.5" (1 col) x 4"	\$58.15	\$81.41
2.5" (1 col) x 3"	\$47.20	\$66.08
2.5" (1 col) x 2.5"	\$41.60	\$58.24
2.5" (1 col) x 2"	\$35.00	\$49.00

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	20% Discount for 6-17 Issues =	30% Discount for 18 Issues =
3" x 3.25"	\$55.20/issue	\$44.16/issue	\$38.64/issue
2" x 3.25"	41.25/issue	33.00/issue	28.88/issue
1.5" x 3.25"	35.00/issue	28.00/issue	24.50/issue
1" x 3.25"	31.00/issue	24.80/issue	21.70/issue

Full Colour Front Page advertising is available for a minimum of 6 issues. The cost is \$99.00 per issue less applicable discounts. The shape of the ad depends on space available.

HST not included

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