








RATES...

Effective January 1, 2008

**Advertising space deadline is
Thursday, 12 noon Central Time**

			First Insertion	Second Insertion (same ad)	Subsequent Insertions (same ad)
Full Page	301 x 6		\$1137.78	\$910.22 (-20%)	\$910.22 (-20%)
Half Page	150 x 6		567.00	453.60 (-20%)	453.60 (-20%)
Half Page	301 x 3		568.89	455.11 (-20%)	455.11 (-20%)
Half Page	225 x 4		567.00	453.60 (-20%)	453.60 (-20%)
Quarter Page	150 x 3		283.50	226.80 (-20%)	226.80 (-20%)
Eighth Page	75 x 3		141.75	113.40 (-20%)	113.40 (-20%)
Eighth Page	112 x 2		141.12	112.90 (-20%)	112.90 (-20%)

All ads smaller than 1/8 page are 10% off per ad if booked for 3 or more insertions

Local Rate63¢ per line (\$8.82 per column inch)	Obituaries \$6.10 per column inch
Charity Rate.....57¢ per line (\$7.98 per column inch)	Service Directory
Minimum ad size (58 lines) \$36.54	6 months 12 months
Volume Contracts	1 inch card \$155.00 \$289.00
5,500 lines or over 57¢ per line	2 inch card \$300.00 \$515.00
11,000 lines or over 56¢ per line	Add Colour \$100.00 extra \$200.00 extra
20,000 lines or over 55¢ per line	Miscellaneous
30,000 lines or over 54¢ per line	Pre-printed inserts
Colour	up to 4 page metro/8 page tabloid 6¢ per flyer
Black plus one colour \$100.00	Contracts – 12 inserts per year5¢ per flyer
Each additional colour, add \$100.00	24 inserts per year4.5¢ per flyer
Full Process colour \$250.00	52 inserts per year 4¢ per flyer
Guaranteed Page Placementadd 20% surcharge	Folding and unfolding extra
Classified Advertising	Ship inserts to:
Legal Notices/Tenders 95¢ per line	The Dryden Observer, 33 Main St. S., Kenora ON P9N 3X7
Career Advertising 63¢ per line	Happy Ads includes photo \$36.20 + tax
(located in Readers Guide. Note mechanical requirements below).	Advertising space deadline – Thursday 12 noon
Classifieds 30¢ per word	Classified ads – Thursday 5 p.m.
(minimum charge \$3.90),	Cancellation deadline: Thursday at 5 p.m. (advertiser must pay for space booked for ads cancelled past deadline)
3 insertions for the price of 2	All advertising subject to publisher's approval.
Graduation, Wedding, Baby	Add 5% G.S.T. to all rates.
56 x 1 (4" x 1 Col.) includes picture\$36.20 + tax	Where extensive photos or original artwork is used a minimal surcharge for scanning will apply.
Allow for 50 words w/pic - every 5 words extra is .58¢ extra.	Late-in advertising may be subject to a surcharge if accepted.
Add 5% G.S.T. to all rates.	Ads submitted electronically must be received by Friday 12 noon prior to insertion date and may be subject to a surcharge.

Regular & Classified Display Mechanical Requirements

Width of Column 10.8 picas (1 ³ / ₄ "
Depth of Column 301 lines (21 ¹ / ₂ "
Columns to Page 6
Page Size 1806 line (11 ¹ / ₂ x 21 ¹ / ₂ inches)

**For more advertising rates and/or
information call 223-2390**

THE DRYDEN
OBSERVER

PUBLISHED WEDNESDAYS

Fax (807) 223-2907

Toll Free Phone 1-800-465-7230