



PRICING GUIDE FOR 2 & 3 COLUMN ADS

3 COLUMN ADS extreme left to right borders		2 COLUMN ADS use middle to right border		
		Agate Line x Col.		inc. GST
29 x 3 \$57.55	\$54.81	29 x 2	\$ 36.54	\$ 38.37
40 x 3 79.38	75.60	40 x 2	50.40	53.42
50 x 3 99.23	94.50	50 x 2	63.00	66.15
60 x 3 119.07	113/40	60 x 2	75.60	79.38
70 x 3 138.92	132/30	70 x 2	88.20	92.61
80 x 3 158.76	151/20	80 x 2	100.80	105.84
90 x 3 178.61	170.10	90 x 2	113.40	119.07
100 x 3 198.45	189.00	100 x 2	126.00	132.30
110 x 3 218.30	207.90	110 x 2	138.60	145.53
120 x 3 238.14	226.80	120 x 2	151.20	158.76
130 x 3 257.99	245.70	130 x 2	163.80	171.99
140 x 3 277.83	264.60	140 x 2	176.40	185.22

EFFECTIVE JAN. 1, 2008

AD RATE = .63

**EXAMPLE--
\$86.80 FOR THE
3 3/4" WIDE BY
5" DEEP AD SIZE.
(SEE GREY AREA)**

FREQUENCY DISCOUNT

1/8 PAGE (75 X 3 OR
112 X 2) AND UP:

20% off re-runs (same ad
- no changes made)

UNDER 1/8 PAGE:

10% off per ad if booked
for 3 or more insertions

Column Widths

- 1 Column = 1 3/4"
- 2 Columns = 3 11/16"
- 3 Columns = 5 5/8"
- 4 Columns = 7 1/2"
- 5 Columns = 9 1/2"
- 6 Columns = 11 1/2"

Lengths

There is a very simple
formula to calculate ad
length. **There are 14
agate lines per inch**

ie: 70 x 2

70 divided by 14 = 5

The ad would measure
3 11/16" x 5"

Special Note:

The boxes drawn are not
actual size, they are
decreased to fit on page.