

2009 ADVERTISING RATES #68

FOUR COLOUR RATES—DOLLARS, GROSS

	1 TIME	4 TIMES	7 TIMES	10 TIMES
Double Page Spread	\$16,800	\$16,600	\$15,700	\$15,400
Full page	\$8,700	\$8,600	\$8,400	\$8,100
2/3 page	\$8,500	\$8,200	\$7,900	\$7,600
1/2 page island	\$7,400	\$6,900	\$6,800	\$6,600
1/2 hor./vert.	\$6,400	\$6,000	\$5,700	\$5,500
1/3 page	\$5,800	\$5,500	\$5,100	\$4,900
1/4 page	\$4,800	\$4,500	\$4,400	\$4,300
1/6 Appt. notice (B&W)	\$2,050			

For B&W ads subtract \$1,800

WHAT'S NEW & IMPROVED

1 page (6-7/8" wide x 8-3/4" deep)	\$7,800
1/2 page horizontal (6-7/8" wide x 4-1/4" deep)	\$4,800
1/3 page horizontal (6-7/8" wide x 2-3/4" deep)	\$4,000

Please EMAIL your What's New ads directly to liz.dempster@rci.rogers.com

E-NEWSLETTER RATES & SPECS

	TWO WEEKS (Two Broadcasts)	ONE MONTH (Four Broadcasts)	ONE TIME E-BLAST
Skyscraper (120 x 600 pixels)	\$2,500	\$3,900	
Banner (468 x 60 pixels)	\$1,600	\$2,550	
Exclusive Single E-Blast			\$3,000

ADDITIONAL COLOUR OPTIONS

- Black plus one-colour subtract \$1,800 from the earned frequency four colour rate and add \$800 (one-colour charge)
- Matched colour subtract \$1,800 from the earned frequency four colour rate and add \$900 (matched colour charge)
- Metallic inks quoted upon request
- Printed inserts and advertising rates available upon request

COVER ADVERTISING—NON-CANCELLABLE

- Inside front and inside back add \$2,000 to the earned frequency, four colour rate
- Outside back cover add \$2,500 to the earned frequency, four colour rate

