

National Rate Card

158 Elgin Street, Sudbury, ON P3E 3N5

Tel: (705) 673-5667

Fax: (705) 673-4652

www.sudbury.com

2017

Publishing Frequency: Weekly

Issue Days: Thursday

R.O.P. Advertising Deadlines:

Thursday Publication: Monday 3 pm

Column Width	Picas	Inches
1	6p10.5	1.146"
2	14p9	2.458"
3	22p7.5	3.771"
4	30p6	5.083"
5	38p4.5	6.396"
6	46p3	7.708"
7	54p1.5	9.021"
8	62p	10.333"

National Volume Discount Rates:

(Commission 15%, 2% 20th fol. mo.)

Agate line rate. 2.70

Volume	Rate
2,500	2.57
7,500	2.31
10,000	2.20
15,000	2.12
25,000	2.03
50,000	1.96
100,000	1.89
150,000	1.83

Non Profit/Charitable Rate:

1.88 per agate line.

Colour Rate:

Minimum size advertisement 1/6 page.

Black plus 1 colour . . . \$353

Black plus 2 colours . . \$500

Black plus 3 colours . . \$706

Mechanical Requirements

Nine Column Tabloid Page

(8 x 196 = 1568 lines)

Column Depth: 196 agate lines (14 inches). Repro proofs required. Half tone screen - 180 line. Negatives - R.R.E.D. - Right Reading Emulsion Down.

Gutter Charge: one column

Inserts:

Annual Volume	Rate
650,000	\$47 C.P.M.
975,000	\$44 C.P.M.
1,300,000	\$42 C.P.M.
1,950,000	\$40 C.P.M.
2,600,000	\$38 C.P.M.

Catalogue, sample and data base distribution rates available on request.

Flyer specifications for our flyer inserter.

Insert Dimensions:

Maximum: 14" (length) x 11" (width)

Minimum: 5" (length) x 4.5" (width)

Insert Thickness:

Minimum: 8 pages

Maximum: 128 pages

We require a quarter-fold for flyers that are less than 8 pages.

Note: All rates are subject to HST.