

THE HAMILTON SPECTATOR

- ❖ Over 742,000 people help make the Hamilton CMA the nation's 8th largest Census Metropolitan Area. This marketplace is comprised of over 569,000 adults 18+ and over 288,000 households.
- ❖ As the most read newspaper in this market, The Hamilton Spectator reaches 228,600 adults daily; 239,900 on Saturday and over a one-week period over 335,000 adults 18+.
- ❖ The Hamilton Spectator offers advertisers a variety of ways to reach readers in the Hamilton area. From the daily to the Saturday edition, weekly themed sections to special advertising features, The Hamilton Spectator helps advertisers target their best prospects and produce results.

Source: NADbank 2007; FP Markets 2008



Retail Rates 2008

Your Contract	Spectator Mon-Fri	Spectator Saturday
Flat Rate	\$5.62	\$6.64
\$2,500	\$4.83	\$5.71
\$5,000	\$4.61	\$5.44
\$10,000	\$4.01	\$4.74
\$20,000	\$3.83	\$4.54
\$25,000	\$3.78	\$4.48
\$35,000	\$3.66	\$4.31
\$50,000	\$3.55	\$4.20
\$75,000	\$3.54	\$4.18
\$100,000	\$3.53	\$4.17
\$125,000	\$3.52	\$4.15
\$150,000	\$3.50	\$4.13
\$200,000	\$3.46	\$4.11
\$250,000	\$3.45	\$4.10
\$350,000	\$3.35	\$3.97
\$500,000	\$3.23	\$3.83

Maximize your Impact with the Power of a Multi-Media Blend!

- ❖ Currently thespec.com averages 3.1 million page views per month.

(Online media kit posted on footer of thespec.com)
Source: Omniture



Special Positioning Opportunities

Banner Advertising

	1 time	**6 times	**13 times	**26 times	**52 times
Front Page 30x10					
Mon to Fri	\$4,613	\$3,603	\$2,752	\$2,164	\$1,793
Saturday	\$5,441	\$4,254	\$3,250	\$2,546	\$2,119
Section Front 40x10					
Mon to Fri	\$3,312	\$2,873	\$2,045	\$1,719	\$1,439
Saturday	\$3,917	\$3,529	\$2,496	\$2,032	\$1,707
Page 3 Banner 40x10					
Mon to Fri	\$2,816	\$2,442	\$1,738	\$1,461	\$1,224
Saturday	\$3,329	\$3,000	\$2,121	\$1,727	\$1,451

all charges include full colour ** with signed frequency contract

Flyer Distribution, TMC and Zoning

Total Market Coverage (TMC) in the Hamilton CMA, or zoned distribution is available. Rates and coverage areas available upon request.

Mechanical Requirements

Full Page: 11.5" w x 21 7/8" d

1 col: 0.9" • 3 col: 3.033" • 5 col: 5.167" • 7 col: 7.3"

2 col: 1.967" • 4 col: 4.1" • 6 col: 6.233" • 8 col: 8.367" • 10 col: 10.5"

Extend your market coverage with FREE PRESS

Flat rate: \$1.50 • Pick-up rate: .85¢

The Free Press reaches all non-subscribers within the Hamilton Market

For Classified rates, please see the 2008 Classified Rate card.

THE HAMILTON SPECTATOR

44 Frid Street, Hamilton, ON L8N 3G3 | 905-526-3438

Toll free: 1-800-263-6902

Vice President of Advertising: Kelly Montague
kmontague@thespec.com (905) 526-3545

COLOUR, BLACK & WHITE GUIDELINES

REPRODUCTION

- **Screen Ruling:** (100 lines per inch)
- **Tonal Ranges:**
 - Highlight* - 10% in area intended to reproduce as the whitest white or light colour with detail.
 - Midtone* - Placement will vary with the tonal range of the original. Set to compensate for approximately 30% total gain in the midtone area. A 50% dot on film will measure as approximately 80% printed dot.
 - Shadow* - 85% in shadow areas intended to hold detail. Greater than 90% will print solid.

- **Graphic Colour** (Screen Tints):
 - Minimum reproducible screen tint, 20%.
 - Any tint 80% or higher will print solid
- Ensure that all colour images are converted to CMYK. (RGB colour mode images will print as grayscale)

- **Resolution guidelines:**
 - Colour and Grayscale Images 200 dpi
 - Bitmap Images 600 dpi

TYPE

- **Reverse Type:** 10 pt. sans serif acceptable reversed in solid black only. Otherwise, not less than 14 pt. reversed in areas having at least 50% tone value in black. Screened type reversed in solid black must not exceed tint value of 20% black.
- **Surprint Type:** Type should not be surprinted in areas that exceed 30% screen tint value.

COLOUR MATCHING

For best results, a Hamilton Spectator Colour Chart will be mailed upon request or refer to NAA Vol. 8. Metallic and any other specialty inks are not available. All custom colours should be specified as CMYK process colours in the colour palette.

FAX & PHONE NUMBERS

Fax Numbers:

National/Multi Market. 905-526-9205
 Local Retail. 905-522-1696
 Classified. 905-526-6779

Phone Numbers:

Main Switchboard. 905-526-3333
 Advertising Switchboard. 905-526-3477
 Classified. 905-527-5555

MECHANICAL REQUIREMENTS Retail

1 col.	5p4.8	.9"
2 col.	11p9.6	1.967"
3 col.	18p2.4	3.033"
4 col.	24p7.2	4.1"
5 col.	31p	5.167"
6 col.	37p4.8	6.233"
7 col.	43p9.6	7.3"
8 col.	50p2.4	8.367"
10 col.	63p0	10.5"

9 col not available for Retail ROP

Ad depth measurement: agate lines

Broadsheet: 10 Column

Full column depth: 307 agate lines or 21.929" deep

Ad depth measurement: agate lines

Tabloid: 10 Column

Full column depth: 142 agate lines or 10.143" deep

Broadsheet & Tab Double Truck

21 Columns - or 22" wide

Advertisements that exceed 90% of the depth space of a column will be charged for 100% of the column.

Wits & Pieces, Tabloid Special Features New Homes

	pica width X agate line depth
1/8 pg.	31p x 34 ag
1/4 pg.	31p x 70 ag
1/2 pg. horz.	63p x 70 ag
1/2 pg. vert.	31p x 142 ag
Full pg. image size	63p x 142 ag
Inside Banner	63p x 34 ag

Classified, Spec Homes, Cars & Trucks

1 col.	6p	1.000"
2 col.	12p4	2.056"
3 col.	18p8	3.111"
4 col.	25	4.167"
5 col.	31p4	5.222"
6 col.	37p8	6.278"
7 col.	44	7.333"
8 col.	50p4	8.389"
10 col.	63p0	10.5"

9 col not available

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Electronic Advertising Guidelines

Effective February 2008

The Hamilton Spectator is fully set up to receive electronic advertising via email, ftp or CD/DVD, in Macintosh. *Note to PC users:* We will accept properly prepared EPS and PDF files that require no modification.

The following is a list of procedures, software and hardware which we support. The Hamilton Spectator will not be liable for any errors resulting from incorrect advertising materials received from an outside source which do not meet these specifications. We will attempt to ensure trouble free output but the liability rests with the supplier of the advertising materials.

Electronic Material Deadlines

Your electronic advertising material must be received by The Hamilton Spectator no later than 4 p.m. EST 2 days prior to insertion for regular ROP. For pre-printed sections please contact your representative for deadlines.

Software/Hardware Compatibility

The Hamilton Spectator is a Macintosh computer environment and is equipped to receive files in the following software formats:

- Adobe Indesign CS3 (preferred) • Quark Xpress™ 4.0(will be converted to Indesign) (all fonts & images included)
 - Adobe Photoshop™ CS3 (saved as a binary EPS or uncompressed TIFF)
 - Adobe Illustrator® CS3 (saved as an Illustrator® EPS with fonts outlined)
 - Adobe Acrobat™ PDF
 - Placeable EPS (with fonts outlined or text exported as curves)
- Transport Media accepted: CD/DVD, FTP (see below for details)

Preparing Files

To avoid reproduction problems:

- Include all printer and screen fonts and supporting graphics with your file. If fonts are not included, the Hamilton Spectator will attempt to match the missing font as closely as possible.
- Ensure all colour is set for process separation/CMYK printing. Knockouts and colour trapping are the responsibility of the advertiser • DCS files are not acceptable
- Confirm that the file is prepared to the size which it has been booked
- If the ad is to run B/W, be sure there are no colour components
- Placed image reductions of more than 20% are not recommended.
- Ensure all images are in either TIFF or EPS format. When saving a file in EPS format, in the EPS Options Window, select Macintosh (8 bits/pixel) Preview and Binary Encoding. Do not use JPEG compression of any kind. Leave all other options unchecked. When saving a file in TIFF format, set the Byte Order to Macintosh. Do not use LZW Compression.

Electronic Transfer

Before uploading your ad, please compress all the necessary files into a single archive using file compression software such as Stuffit™. (This is crucial to maintaining the integrity of your files). The filename should not contain any slashes (/or\), spaces, commas, question marks (?) or ampersands (&). Limit filenames to 28 characters. Please do not create folders on our FTP site.

- Fax a hard copy of the advertisement(s) to your Hamilton Spectator representative if sending via email or ftp or include with disk Fax #: 905-526-9205

FTP SITE - HOST: 192.206.151.19 User ID: specads Password: specads

Client/Agency FTP: Fax copy of advertisement, site instructions, file name and contact name and number to (905) 526-9205.

Email Addresses: NATIONAL : adsonly@thespec.com LOCAL RETAIL : localretail@thespec.com