

2007 Retail Advertising Rates



Black Press - National Sales

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www.blackpress.ca

Non-contract Discounts:

	2 Papers	3 Papers	4 Papers	5 Papers+
Under 140 lines	5%	7%	9%	10%
141 - 321 lines	10%	14%	16%	17%
322 - 629 lines	15%	22%	23%	25%
Over 630 lines	20%	30%	32%	35%

(Above discounts DO NOT apply to Regional South Island Combo or Monday Magazine)

Rate Card #5

effective: **March 1, 2007**

expires: **February 29, 2008**

See reverse for mechanical specs, deadlines and electronic ad sending instructions. Upload all electronic ad material to www.blackpress.ca

Annual volume and frequency discounts may be available upon request

Publication	Issue	Format	Circulation		Net Rate		Net Color Rate		
					Line	Inch	One	Two	Three
Mid and North Island publications:									
North Island Midweek	Wednesday	tabloid	43,240	TMC	1.30	18.20	185	340	500
North Island Gazette	Wednesday	tabloid	2,500	paid	.87	12.18	160	290	410
Campbell River Mirror	Wed./Fri.	broadsheet	15,800	TMC	1.14	15.96	160	315	470
Comox Valley Record	Wed./Fri.	tabloid	22,630	TMC	1.27	17.78	185	365	520
Parksville Qualicum News	Tues./Fri.	tabloid	16,910	TMC	1.15	16.10	160	320	470
Alberni Valley News	Friday	tabloid	12,000	TMC	1.04	14.56	160	320	470
Nanaimo News Bulletin	Tues/Thur/Sat	tabloid	33,220	TMC	1.41	19.74	215	375	570
Ladysmith Chronicle	Tuesday	tabloid	3,000	paid	.67	9.38	160	290	415
Lake Cowichan Gazette	Wednesday	tabloid	1,300	paid	.61	8.54	105	210	315
Cowichan News Leader (Duncan)	Wednesday	broadsheet	21,000	TMC	1.29	18.06	185	365	550
Cowichan Pictorial (Duncan)	Sunday	tabloid	23,600	TMC	1.29	18.06	185	365	550
Gulf Islands Driftwood	Wednesday	tabloid	4,400	paid	.69	9.66	150	300	450
South Island publications:									
Peninsula News Review*	Wed / Friday	tall tab	15,725	TMC	1.45	20.30	200	400	600
Saanich News*	Wed / Friday	tall tab	33,930	TMC	1.63	22.82	190	385	575
Oak Bay News*	Wed / Friday	tall tab	7,585	TMC	1.26	17.64	160	320	475
Victoria News*	Wed / Friday	tall tab	31,476	TMC	1.60	22.40	175	350	525
Goldstream News Gazette*	Wed / Friday	tall tab	17,300	TMC	1.45	20.30	200	400	600
*Victoria region - 5 paper combo	Wed / Friday	tall tab	105,000	TMC	3.35	46.90	400	785	1,180
Sooke News Mirror	Wednesday	tall tab	5,243	TMC	.71	9.94	180	360	545
Monday Magazine	Thursday	tabloid	40,000	TMC	1.90	26.60	165	310	455

The above circulation quantities represent the most recent audited figures. For flyer quantities, please refer to our distribution booklet.



VANCOUVER ISLAND NEWS GROUP

Mechanical Specifications**North Island Tabloid Format**

Printed size: 10 1/4" wide x 14 1/2" deep

Column Widths (ROP):

1 column.....	1 1/2" (9p5)
2 columns.....	3 1/4" (20p)
3 columns.....	5" (30p5)
4 columns.....	6 3/4" (41p)
5 columns.....	8 1/2" (51p5)
6 columns.....	10 1/4" (62p)
Number of columns.....	six
Number of lines per column.....	203
Number of lines per page.....	1218
Printing process.....	cold offset web
Halftone screen.....	85 line

Size Requirements

Advertisers exceeding 175 lines in depth will be billed at 203 lines.

South Island TALL TAB Format

Printed size: 10 1/4" wide x 16 1/4" deep

1 column.....	1 1/2" (9p5)
2 columns.....	3 1/4" (20p)
3 columns.....	5" (30p5)
4 columns.....	6 3/4" (41p)
5 columns.....	8 1/2" (51p5)
6 columns.....	10 1/4" (62p)
Number of columns.....	six
Number of lines per column.....	228
Number of lines per page.....	1368
Printing process.....	cold offset web
Halftone screen.....	85 line

Size Requirements

Advertisers exceeding 196 lines in depth will be billed at 228 lines.

Broadsheet Format

Printed size: 12" wide x 21 1/2" deep

Column Widths (ROP):

1 column.....	1 1/2" (9p5)
2 columns.....	3 1/4" (20p)
3 columns.....	5" (30p5)
4 columns.....	6 3/4" (41p)
5 columns.....	8 1/2" (51p5)
6 columns.....	10 1/4" (62p)
7 columns.....	12" (72p5)
Number of columns.....	seven
Number of lines per column.....	301
Number of lines per page.....	2107
Printing process.....	cold offset web
Halftone screen.....	85 line

Size Requirements

Advertisers exceeding 280 lines in depth will be billed at 301 lines.

Position Charges

Guaranteed positions will be charged an extra 25%. All guaranteed paid positions are subject to confirmation and deadline.

Charitable Rates

The discount for Charitable non profit organizations is 25%. Charitable non profit registration number is required.

Rates

To qualify for a discounted contract rate, the advertiser must complete and sign an advertising agreement.

Political Advertising

All political campaign advertising is sold at open rate and must be pre-paid.

Invoicing

Until you have established credit with our accounting department, pre-payment for all advertising is required. For established customers payment in full is required within 30 days of the invoice date. The GST will be calculated at time of billing. The advertiser agrees to pay interest on overdue accounts at a rate of 2% (24% per annum).

TearsheetsElectronic tearsheets are available as high resolution pdf files at:
<http://etearsheets.bcnewsgroup.com>**Adjustment of Rates**

The Publisher reserves the right to revise any rates stipulated herein at any time upon 30 days notice to the advertiser: reserving to the advertiser the right to cancel their contract on the date the new rates become effective.

Monday Magazine

Printed size: 10 3/8" wide x 14" deep

Column Widths:

1 column.....	1 5/8" (9p8)
2 columns.....	3 3/8" (20p2)
3 columns.....	5 1/8" (30p8)
4 columns.....	6 13/16" (41p2)
5 columns.....	8 9/16" (51p8)
6 columns.....	10 3/8" (62p2)
Number of columns.....	six
Number of lines per column.....	196
Number of lines per page.....	1176
Printing process.....	cold offset web
Halftone screen.....	85 line

Identification of Advertiser

All display advertising must carry a 'signature' of the party inserting same.

MaterialPlease upload all electronic ad material to www.bcnewsgroup.com, contact your National Sales Representative for instructions. Or you can email to ads@bcnewsgroup.com.**Deadlines**

Allow 3 working days prior to publication date for reserving space and 2 working days prior to publication date for receiving of ad material. Any ads which require to be pubset must be submitted at time of space reservation. Allow one additional day on weeks with statutory holidays.

Cancellations

Display advertisements cancelled after deadlines may be subject to charge. The Publisher reserves the right to cancel credit privileges for outstanding unpaid accounts.

Revisions

The Publisher reserves the right to charge the advertiser for any revisions to original copy, layout, artwork, photographs, or any other elements of the advertisement that were not included in the original instructions.

Omission and Error

The Publisher does not guarantee the insertion of any particular advertisement on a specified date, or at all, although every effort will be made to meet the wishes of the advertisers: further, the Publisher does not accept liability for any loss or damage caused by an error or inaccuracy in the printing of an advertisement in which the error occurred. The newspaper cannot be responsible for errors after the first day of publication of any advertisement. Notice of errors must be called to the attention of the appropriate advertising department immediately. The Publisher does not accept liability for loss or damage to flyers (inserts) caused by fire, theft, vandalism or act of God beyond the cost which may have been incurred in the production and printing of the specific flyers involved.