



# Rate Card 2006 - 2007

## LOCAL RATES

## Ad Prices

Below are our competitive rates for standard black-and-white advertisements.

	WIDE @	TALL @
	\$0.63/line	\$0.68/line
Full. . . . .	\$661.50	
Half. . . . .	\$330.75	...\$357.00
Third. . . . .	\$220.50	
Quarter. . . . .	\$165.38	...\$178.50
Eighth. . . . .	\$82.70	... \$89.25
Sixteenth. . . . .	\$41.34	
<i>BANNER @ 1.18/line</i>		
Tall (2")..	\$165.00	Small (1").. \$82.60

Ask our business manager about specific page placements.

We also offer colour and in-house design to help deliver your message more effectively.

Please contact  
**Alicia Storey** to place your advertisement.  
tel: (613) 533-3051  
fax: (613) 533-6678  
[biz@goldenwords.net](mailto:biz@goldenwords.net)

Spot Colour (per colour)..	\$110.00
Full Colour. . . . .	\$396.00
Separations (per ad)....	\$132.00
Inserts (per 1000 provided)	\$40.00

Design. . . . . +15% of ad cost

## Publishing Schedule

*Advertise in numerous issues throughout the year and receive a discounted rate per line!*

Issue	Street Date	Ad Deadline	Issue	Street Date	Ad Deadline
1	Sept 6	Sept 1	13	Nov 29	Nov 24
2	Sept 13	Sept 8	14	Jan 10	Jan 5
3	Sept 20	Sept 15	15	Jan 17	Jan 12
4	Sept 27	Sept 22	16	Jan 24	Jan 19
5	Oct 4	Sept 29	17	Jan 31	Jan 26
6	Oct 11	Oct 6	18	Feb 7	Feb 2
7	Oct 18	Oct 13	19	Feb 14	Feb 9
8	Oct 25	Oct 20	20	Feb 28	Feb 23
9	Nov 1	Oct 27	21	Mar 7	Mar 2
10	Nov 8	Nov 3	22	Mar 14	Mar 9
11	Nov 15	Nov 10	23	Mar 21	Mar 16
12	Nov 22	Nov 17	24	Mar 28	Mar 23
			25	Apr 4	Mar 30

Without special arrangement, all advertisements must be submitted no later than **5:00 pm** on the **Friday** prior to the street date (i.e. by the 'Ad Deadline' date). Any placements made after this time are subject to a **25% surcharge**. Clients with long-term or multi-ad agreements with *Golden Words* **will be charged even if no copy is received** by the placement deadline.