

ADVERTISING RATES 2009/10

LOWER MAINLAND REGION

Effective January 1st, 2010



Paper Urban Publications	Edition Day	Distribution	Column Inch	Line Rate	One Colour Rate	Booking Deadline	Material Deadline
North Shore News ~ North/West Vancouver							
	Sunday		62,000	50.40	3.60	260.00	Wed. Noon
	Wednesday		62,000	50.40	3.60	260.00	Fri. Noon
	Friday		62,000	50.40	3.60	260.00	Tues. Noon
Vancouver Courier							
West Side	Friday		49,975	42.14	3.01	260.00	Tues. Noon
	Wednesday		50,650	42.14	3.01	260.00	Fri. Noon
East Side	Friday		62,275	33.04	2.36	260.00	Tues. Noon
	Wednesday		60,275	33.04	2.36	260.00	Fri. Noon
Downtown	Friday		21,224	23.66	1.69	160.00	Tues. Noon
Burnaby Now							
	Saturday		49,370	28.84	2.06	310.00	Wed. Noon
	Wednesday		49,370	28.84	2.06	310.00	Fri. Noon
Richmond News							
	Wednesday		46,165	26.60	1.90	210.00	Fri. Noon
	Friday		46,165	26.60	1.90	210.00	Tues. Noon
Suburban Publications							
The Record ~ New Westminster							
	Saturday		16,765	16.10	1.15	190.00	Wed. Noon
	Wednesday		16,765	16.10	1.15	190.00	Fri. Noon
The Now ~ Coquitlam, Port Moody, Port Coquitlam							
	Friday		54,658	29.68	2.12	310.00	Tues. Noon
	Wednesday		54,658	29.68	2.12	310.00	Fri. Noon
Maple Ridge/Pitt Meadows Times							
	Tuesday		29,500	22.40	1.60	210.00	Thurs. Noon
	Friday		29,500	22.40	1.60	210.00	Tues. Noon
Delta Optimist ~ South Delta, Ladner, Tsawwassen							
	Saturday		16,826	16.52	1.18	160.00	Wed. Noon
	Wednesday		16,826	16.52	1.18	160.00	Fri. Noon
The Now Regional ~ Surrey, South Surrey, North Delta, White Rock							
	Friday		116,000	75.60	5.40	390.00	Tues. Noon
	Tuesday		116,000	75.60	5.40	390.00	Thurs. Noon
Langley Advance ~ Langley, Aldergrove							
	Tuesday		41,100	27.30	1.95	310.00	Thurs. Noon
	Friday		41,100	27.30	1.95	310.00	Tues. Noon
Abbotsford/Mission Times							
	Tuesday		45,409	28.42	2.03	260.00	Thurs. Noon
	Friday		45,409	28.42	2.03	260.00	Tues. Noon
Chilliwack Times ~ Chilliwack, Sardis							
	Tuesday		29,993	23.38	1.67	210.00	Thurs. Noon
	Friday		29,993	23.38	1.67	210.00	Tues. Noon

Multi-Market & Frequency Savings

Ad Size	1 Ad	2-6 Ads	7-12 Ads	13-26 Ads	27-51 Ads	52+ Ads
6"-20" 84-280 lines	Open Rate	15%	20%	25%	30%	35%
21"-41" 294-574 lines	Open Rate	20%	25%	30%	35%	40%
42"-72" 588-1008 lines	Open Rate	25%	30%	35%	40%	45%
73"-84" 1022-1176 lines	Open Rate	30%	35%	40%	45%	50%

Applies to Urban & Suburban Publications only.

All newspaper distributions are CCAB audited. All rates are net to Canwest Community Publishing. Agency commissions must be added to these rates. Please note: annual volume contracts and discounts are available upon request.

TO BOOK YOUR AD
OR FOR MORE
INFORMATION
PLEASE CONTACT
604.638.2429



AD & COLUMN SIZES

1col.....	1.562"	9p6 Picas
2col.....	3.312"	20 Picas
3col.....	5.062"	30p6 Picas
4col.....	6.812"	41 Picas
5col.....	8.562"	51p6 Picas
6col.....	10.25"	62 Picas

HALF PAGE
Horizontal
6 col x 98 lines
or
10.25"x7"

HALF PAGE
Vertical
3 col x 196 lines
or
5.062"x14"

QUARTER PAGE
3 col x 98 lines
or
5.062"x7"

FULL PAGE
6 col x 196 lines
or
10.25"x14"

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