

ADVERTISING RATES 2009/10

VANCOUVER ISLAND REGION

Effective January 1st, 2010



Paper	Edition Day	Distribution	Format	Full Page Dimensions	Open Rate	One Colour	Two Colour	Three Colour	Booking Deadline	Material Deadline (by noon)
North Island Publications										
Campbell River Courier-Islander ~ Campbell River, Quadra island										
<i>includes north island communities</i>	Wednesday	16,044 ^B	Tabloid	10 x 190 lines	\$0.88	\$200.00	\$300.00	\$410.00	Fri	Mon
	Friday	21,093 ^B	Tabloid	10 x 190 lines	\$1.00	\$200.00	\$300.00	\$410.00	Tues	Wed
Comox Valley Echo ~ Courtenay, Comox and area										
	Tuesday & Friday	22,776 ^B	Broadsheet	10 x 301 lines	\$0.95	\$200.00	\$300.00	\$410.00	Fri/Tues	Mon/Wed
Mid-Island Publications										
Nanaimo Daily News										
	Monday to Saturday (except Thurs.)	8,229 ^C	Broadsheet	10 x 301 lines	\$0.86	\$230.00	\$300.00	\$410.00	3 days prior	2 days prior
Nanaimo Daily News ~ Nanaimo, Lantzville										
	Thursday	32,000 ^A	Broadsheet	10 x 301 lines	\$0.94	\$230.00	\$300.00	\$410.00	3 days prior	2 days prior
Harbour City Star ~ Nanaimo, Ladysmith, Lantzville										
	Friday	35,126 ^A	Tabloid	10 x 190 lines	\$1.36	\$230.00	\$400.00	\$490.00	Tues	Wed
Oceanside Star ~ Parksville, Qualicum Beach										
	Thursday	16,412 ^A	Tabloid	10 x 190 lines	\$0.89	\$200.00	\$300.00	\$410.00	Mon	Tues
Cowichan Valley Citizen ~ Duncan, Lake Cowichan, Chemainus and area										
	Wednesday & Friday	25,300 ^B	Tabloid	10 x 190 lines	\$1.00	\$200.00	\$300.00	\$410.00	Fri/Tues	Fri/Tues
West-Island Publications										
Alberni Valley Times										
	Monday to Friday (except Tues)	4,659 ^C	Broadsheet	10 x 301 lines	\$0.86	\$200.00	\$300.00	\$410.00	3 days prior	2 days prior
	Tuesday	9,400 ^C	Broadsheet	10 x 301 lines	\$0.94	\$200.00	\$300.00	\$410.00	3 days prior	2 days prior
The Pennyworth ~ Alberni Valley										
	Thursday	10,500 ^A	Tabloid	10 x 190 lines	\$0.86	\$110.00	\$140.00	\$190.00	Mon	Mon
The Westerly ~ Ucluelet, Tofino and Long Beach										
	Thursday	1,600 ^{A pd}	Tabloid	10 x 190 lines	\$0.65	\$100.00	\$140.00	\$170.00	Mon	Tues

A: includes carrier delivery and single copy sales. Rates shown are "net" rates; agencies add appropriate commissions. Distribution A - Publisher sworn statement. B - verified circulation; C - audit Bureau of Circulation

AD & COLUMN SIZES

1 col.....	0.94".....	5p8 Picas
2 col.....	2".....	12p0 Picas
3 col.....	3.06".....	18p5 Picas
4 col.....	4.13".....	24p9 Picas
5 col.....	5.19".....	31p2 Picas
6 col.....	6.25".....	37p6 Picas
7 col.....	7.31".....	43p11 Picas
8 col.....	8.38".....	50p3 Picas
9 col.....	9.43".....	56p8 Picas
10 col.....	10.5".....	63p0 Picas

Tabloid Size

Width: 10 col (10.5")
Depth: 13.5" (190 lines)

Broadsheet Size

Width: 10 col (10.5")
Depth: 21.5" (301 lines)

TABLOID

HALF PAGE Horizontal 10 col x 95 lines or 10.5" x 7"	EIGHTH PAGE 5 col x 47 lines or 5.19" x 3.36"	QUARTER PAGE 5 col x 95 lines or 5.19" x 6.79"	FULL PAGE 10 col x 190 lines or 10.5" x 13.57"
---	---	--	--

BROADSHEET

HALF PAGE Horizontal 10 col x 151 lines or 10.5" x 10.785"	HALF PAGE Vertical 5 col x 301 lines or 5.19" x 21.5"	QUARTER PAGE 5 col x 151 lines or 5.19" x 10.785"	FULL PAGE 10 col x 301 lines or 10.5" x 21.5"
---	--	---	---

TO BOOK YOUR AD OR FOR MORE INFORMATION PLEASE CONTACT **604.638.2429** LAST UPDATED NOV 20TH, 2009