



Media Rates 2008

Newspapers	Frequency (Daily)	Size (width x depth)	Lines	Rate / line	Total cost
Globe & Mail	3 days/wk	4.125" x 4.5"	130	47.10	6,123.00
Toronto Star	3 days/wk	4.50" x 4.5"	260	23.76	6,177.60
National Post	3 days/wk	4.56" x 4.5"	260	18.90	4,914.00
Toronto Sun	3 days/wk	4.25" x 4.5"	260	27.53	7,157.80
Toronto Metro	3 days/wk	4.88" x 4.5"	195	7.10	1,384.50
Journals	(Monthly)	Size		Cost/Ad	Total Cost
ComputerWorld	1x	¼ Page		1,900.00	1,900.00
Business Edge	1x	¼ Page		1,600.00	1,600.00
Women's Post	1x	¼ Page		1,300.00	1,300.00
Native Journal	1x	¼ Page		900.00	900.00
Collateral	Amount	Description	Cost/ Unit		Total Cost
Folders	500	2 sided 4 color	2.50		1,250.00
Brochures	500	16 Pages/ 4 color	3.50		1,750.00
Posters	100	17" x 20"/ 4 color	5.00		500.00
Flyers	1000	8 " x 11" / 4 color	.25		250.00
Post Cards	1000	6" x 4" / 4 color	.25		250.00
Business Cards	1000	3" x 2"/ 4 color	.20		200.00
Web Site	0 – 20	8 " x 11"	50.00		1,000.00
Web Banners	1	780 pix x 100 pix	500.00		500.00

*The above ad sizes are based on average size most often booked, smaller or larger ads can be requested

Benefits:

- No Advertising Services fees on: research, creative, graphic, production, etc.
- The published line rate is what you pay.
- For each ad placed the client receives a \$25. Gift Card to Canadian Tire
- For each ad placed a \$25.00 check is donated by HRM Canada to the United Way.
- Government and Educational Institutions receive an extra 5% discount of the ad rate.
- Collateral Services include all graphic and production charges.