



NEW RATE CARD • NEW RATE CARD

EFFECTIVE

January 1,

2012



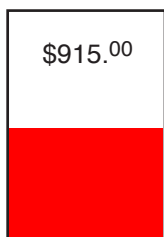
ADVERTISING RATES 2012

NARROW BROAD SHEET FORMAT

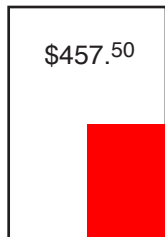
Standard Advertising Units - Local *Display* Rates



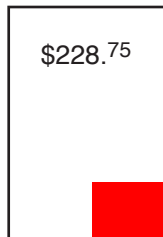
Full Page
11.5" X 21.37"
10C X 300
3000 Agate
Lines



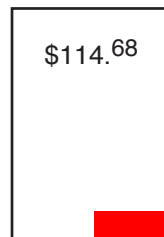
1/2 Page
11.5" X 10.58"
10 C X 150
1500 Agate Lines



1/4 Page
5.7" X 10.58"
5C X 150
750 Agate Lines



1/ 8 Page
5.7" X 5.4"
5C X 75
375 Agate Lines



1/16 Page
5.7" X 2.7"
5C X 37.6
188 Agate Lines

Legal / Career Rates

Full Page	\$2,280.00
Half Page	\$1,140.00
1/4 Page	\$570.00
1/8 Page	\$285.00
1/16 Page	\$142.88

PRICES ARE PLUS TAX, PER WEEK

LINE RATES

Display (Local):	.61
Non-Profit (10% Off):	.58
Legal and Career:	.76
National: (Net: .77)	Gross .91

SET AD RATES

Warehouse/Repair Liens	\$ 209.42
Land Act	\$ 171.86
Name Change & Divorce:	\$ 69.06
Personal Ad: (size 3cx60lines)	\$ 44.55
with photo	\$ 46.78
(Birthday, Engagements, Baby, In Memory, PERSONAL Thank You)	
Front Page Banner Earlug: COLOR	\$ 211.39
Front Page Bottomlug	\$ 169.06
Front Page Banner: (10CX40L)	\$ 427.30
Business Directory:	\$ 69.06
Call the Experts:	\$ 105.83
Flyers/Inserts: (2300 flyers)	\$239.37
Contract Rates Available	
Real Estate: (3 weeks for 3CX50L)	\$184.92

DEADLINES

Booking Orders:	Friday, 5pm
Ads:	Monday, 5pm
Proofs:	Tuesday, noon

SALES OFFICE

Phone: (250) 774-2357 or
(250) 774-NEWS
Fax: (250) 774-3612
Email: ads@fortnelsonnews.ca or
editorial@fortnelsonnews.ca
Address: PO Box 600,
Clarke Plaza, #3-4448-50 Ave. N.
Fort Nelson, BC V0C 1R0

CIRCULATION

CCNA VCP Paid 2,700
Readership 8,100

MECHANICS

Format: Narrow Broad Sheet
Sheet: 11.5" X 21.375"
Columns per Page: 10
Agate Lines per Column: 300
Picas per page: 70
1 column inch =
14 agate lines deep & 6 picas wide

COLUMN MEASUREMENTS

1 Col = 1.075"	6 Col = 6.681"
2 Col = 2.23"	7 Col = 8.025"
3 Col = 3.392"	8 Col = 9.187"
4 Col = 4.552"	9 Col = 10.342"
5 Col = 5.708"	10 Col = 11.5"

CLASSIFIEDS

15 words	\$11.12
Each additional word	.49
Garage Sale: (includes classified ad + 4 free signs)	\$14.76
Photoclassified (2 weeks for 2CX40L)	\$44.55
Prepay Classified Ad for 2 weeks & get 3rd week FREE	

VOLUME DISCOUNTS

Please contact the advertising department at the Fort Nelson News for information on volume discounts and contracts.

COLOUR

1 Colour + Black:	\$167.09
Full Process Colour (full pg)	\$501.28
FP Colour (less than full pg)	\$372.12

MISCELLANEOUS

Guarantee Position:	5%
Cancel Ad (After Monday 5pm)	50%
Changes to Ad (After Monday 5pm)	5%
Priority Placement	5%
Late booked ads (after Monday 5pm)	5%
Archive Copies:	\$2.23
Archive Copies Mailed:	\$3.35
Bulk Bundles:	\$5.56
Photos: Hard Copy & Email	\$11.12
Box Number & Mailing Replies	\$5.56