

# Tavistock Gazette Ltd.

INCORPORATING WJGRAPHICS IMAGING

119 WOODSTOCK ST. S., TAVISTOCK, ONTARIO NOB 2R0  
Telephone 655-2341 / Fax 655-3070 / e-mail: gazette@tavistock.on.ca

## 2012 RATE SHEET

### GENERAL ADVERTISING

Display (per agate line) .....National 66¢  
..... Local Retail 56¢  
..... = \$7.84 per column inch  
Obituaries (per agate line) ..... 56¢  
Flat rate, no composition charge.  
Copy for display advertising must be received by 5:00 p.m. Friday,  
the week prior to publication.  
No cancellation accepted after 12 noon Monday for week of insertion.

### CLASSIFIED ADVERTISING

Classified, per count line ..... 75¢  
(*first line bold counts 2 lines*)  
Classified minimum charge ..... \$6.00  
(*personal classifieds must be paid in advance*)

**NO COLOUR ADVERTISING AVAILABLE!**  
**SPECIAL POSITIONS NOT SOLD!**

### MECHANICAL REQUIREMENTS

Column Width 1 column ..... 11p7 (1<sup>15</sup>/<sub>16</sub>"")  
2 column ..... 24p3 (4<sup>1</sup>/<sub>16</sub>"")  
3 column ..... 37p (6<sup>1</sup>/<sub>8</sub>"")  
4 column ..... 49p6 (8<sup>3</sup>/<sub>16</sub>"")  
5 column ..... 62p (10<sup>1</sup>/<sub>4</sub>"")  
Column Depth (agate lines) ..... 224  
No. of Columns ..... 5

### RESERVATIONS AND CLOSING

For regular issues ..... 5:00 p.m. Friday  
First delivery ..... 4:00 p.m. Tuesday

**All advertising subject to publisher's approval.**  
Effective January 1, 2012.

Goods and Services Tax EXTRA!

CIRCULATION: 1274 verified circulation & subscribers

Serving TAVISTOCK and surrounding rural routes,  
Hickson and northern limits of Woodstock,  
Shakespeare and southeast of Stratford.

**OUT-OF-TOWN ADVERTISERS MUST PAY IN ADVANCE!**