

Tavistock Gazette Ltd.

119 Woodstock Street South, Tavistock, ON N0B 2R0

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2017 RATE SHEET

Effective January 1, 2017

GENERAL ADVERTISING

Display (per agate line) National 67¢
.....Local Retail 54¢
..... = \$7.56 per column inch

ANNOUNCEMENTS

Obituaries (per agate line) 54¢
Birth Announcement \$15.00
with photo \$35.00
Birthdays, Anniversaries, Graduations, and
Forthcoming Marriages (*with photo*) \$40.00
Flat rate, no composition charge.

CLASSIFIED ADVERTISING

Classified min. charge - 5 lines (includes tax) \$10.00
extra lines (per count line) 75¢
(*bold headline counts 2 lines*)

COLOUR:

Spot and Process colour charge \$125.00

MECHANICAL REQUIREMENTS

Column Width 1 column 9p6
 2 column..... 20p0
 3 column..... 30p6
 4 column..... 41p0
 5 column..... 51p6
 6 column..... 62p0
Column depth (agate lines) 190
No. of columns 6

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. HST EXTRA!
No cancellation accepted after 12 noon Monday for week of insertion.

CIRCULATION: 1181 verified circulation, subscribers & counter sales
Serving TAVISTOCK and surrounding rural routes, Hickson and northern
limits of Woodstock, Shakespeare and areas southeast of Stratford.

OUT-OF-TOWN ADVERTISERS MUST PAY IN ADVANCE!

DISPLAY ADVERTISING

Display advertising is \$7.56 per column inch (depth) plus HST.
Columns are 1.5625" or 9p6 wide.

Business Card Size - \$30.00 - (2 col. - 3.25"x2")

1/8 = \$ 75.00 - 10 column inches (2 col. - 3.25"x4.375")

1/6 = \$100.00 - 13.5 column inches (2 col. - 3.25"x6")

1/4 = \$150.00 - 20 column inches (3 col. - 5"x6.75") or (4 col. - 6.75"x4.25")

1/2 = \$280.00 - 40 column inches (6 col. - 10.25"x5.625") or (4 col. - 6.75"x8.45")

Full page is 80 column inches - \$500.00

COLOUR ADVERTISING

We are now offering colour advertising in the Tavistock Gazette.
The colour charge is \$125 extra on any size of advertisement.

CLASSIFIED ADS

Minimum charge is \$8.85 for 5 lines plus \$1.15 HST = \$10.00
and 75¢ per line after the minimum.

BUSINESS DIRECTORY

Back page business listings

1 column x 1" = \$12.50 per week with logo included.

2 column x 1" = \$25.00 per week with logo included.

Larger size ad quotes are available on request.

Display advertising deadline is Friday at 5:00 p.m. for the following Wednesday publication.

An online sample of our newspaper is available through a link at the bottom of our home page

<http://www.tavistock.on.ca>