

# RATE SHEET

## NORTH SIMCOE *Springwater* NEWS

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Printing **20,000 copies** biweekly • **18,750** are mailed out by **Canada Post**

Print Ad Size				Colour	Discount for 4+ads or Black/White Ad
<b>Full Page</b>	10"w x 16"h			\$1,400	\$1,100
<b>¾ Page</b>	10"w x 12"h			\$1,080	\$840
<b>½ Page</b>	10"w x 8"h	5"w x 16"h		\$720	\$560
<b>⅓ Page</b>	10"w x 5"h	6.611"w x 7.563"h		\$450	\$350
<b>¼ Page</b>	10"w x 4"h	6.611"w x 6.050"h		\$360	\$280
<b>8th Page</b>	10"w x 2"h	3.2222"w x 6.207"h	6.611"w x 3.025"h	\$180	\$140
<b>Business Card</b>	3.2222w" x 2.017"w			\$60	\$55 colour, \$50

ONLINE AD Size	Price		
<b>Takeover</b> (Owning top banner and rightside panel)	9 ¼ " x 2.5" 2 ¾ " x 5 "	2 Weeks	\$700.00
<b>Top banner or Bottom banner</b>	9 ¼ " x 2.5"	2 Weeks	\$500.00
<b>Right Side banner</b> (Can not run when running a Takeover)	2.34" inches x 5"	2 Weeks	\$350.00
<b>Single ad</b> (place anywhere on home page except the top banner or side banner if Takeover running on home page)	2.34" x 1 ¾"	2 Weeks	\$250.00
<b>Double ad</b> (place anywhere on home page except the top banner or side banner if Takeover running on home page)	4 ½" x 2 ½"	2 Weeks	\$300.00

**Digital ad comes with a 1/8 page print ad**

**North Simcoe Springwater News is distributed by Canada Post**

Penetanguishene - 2500  
Perkinsfield/Balm Beach L0L 2J0 - 1325  
Midland - 6800  
Wyevale L0L 2T0 - 975  
Wyebridge L0K 2E0 - 295

Elmvale L0L 1P0 - 2550  
Phelpston L0L 2K0 - 650  
Hillsdale L0L 1V0 - 650  
Minesing/Anten Mills L0L 1Y0 - 130  
Southern Springwater - L9X - 3000  
Barrie - L4N = 950



Coverage of Tiny & Springwater Townships, Towns of Midland and Penetanguishene

**INSERTS \$110 PER 1,000 SENT TO ANY SPECIFIC LOCATION**