

RATE SHEET	Ad Dimensions	Regular Price		Discount for 4 or more editions		Discount for 13 or more editions	
		Cost (Colour)	Cost (B&W)	Cost (Colour)	Cost (B&W)	Cost (Colour)	Cost (B&W)
Full Page (160 Sq. In.)	10"w x 16"H	\$1,400	\$1,100	\$ 1,260.00	\$ 990.00	\$ 1,190.00	\$ 935.00
3/4 Page (120 Sq. In.)	10"w x 12"H	\$1,080	\$840	\$ 970.00	\$ 755.00	\$ 915.00	\$ 715.00
1/2 Page (80 Sq. In.)	10"w x 8" 5"W x 16"H	\$720	\$560	\$ 650.00	\$ 500.00	\$ 610.00	\$ 475.00
3rd Page (50 Sq. In.)	10"w x 5"h 6.611"w x 7.563" h	\$450	\$350	\$ 400.00	\$ 315.00	\$ 380.00	\$ 300.00
1/4 Page (40 Sq. In.)	10" w x 4" h 6.611"w x 6.050" h	\$360	\$280	\$ 325.00	\$ 250.00	\$ 300.00	\$ 240.00
8th Page (20 Sq. In.)	10"w x 2" H 3.2222"w x 6.207"h 6.611"w x 3.025"h	\$180	\$140	\$ 160.00	\$ 125.00	\$ 155.00	\$ 120.00
Business Card (6.5 Sq. In.)	3.2222 w" x 2.017" w	\$60	\$50	\$ 55.00	\$ 50.00	\$ 55.00	\$ 50.00

1. Advantages of Springwater News Distribution

- Mailed to every Town of Midland resident's mailbox guaranteed by Total Points of Call by Canada Post. Includes 6,800 Midland mailboxes and 2,900 Penetanguishene mailboxes.
- Local Business in your community.
- Larger page size: Tabloid 17" h x 11" w - page size
- Engaging community content proven by website stats and daily positive testimonials received from readers.
- Continuing to provide town residents with information in a format that they are used to and comfortable with.
- Local News content that residents look for and readership is high.
- Reporters, that are residents, contribute articles from all areas.
- Accessibility for residents through print paper, like seniors or low income residents without reliable internet or capacity to access the internet
- Financial stability with over 25 years in business

2. Springwater News Website Free

A. An average month: 88.9% of the visitors favor, bookmark or tab the website. A good general website average is 82.3%

B. Top visited pages:

Community news, obits, events, lifestyle, political opinions, and sports

C. Engaging: Majority of your visitors remain on our website for more than 15 minutes.

D. Daily Visit Sample: 812 new visits that have not visited before (unique), 5432 average hits per day (the number of clicks a day).