



ADVERTISING RATES 2024

Issue Colour Glossy	1 Issue Rate	3 Issue Rate per insertion	6 Issue Rate per insertion	9+ Issue Rate per insertion
Full Page	1050	1000	950	900
1/2 Page	525	500	475	450
1/4 page	265	250	235	225
Issue Colour	1 Issue Rate	3 Issue Rate per insertion	6 Issue Rate per insertion	9+ Issue Rate per insertion
Full Page	890	840	790	740
1/2 Page	445	420	395	370
1/3 Page	295	280	265	245
1/4 page	220	210	200	185
3/16 page [Square]	170	160	150	140
Issue Black & White	1 Issue Rate	3 Issue Rate per insertion	6 Issue Rate per insertion	9+ Issue Rate per insertion
Full Page	580	550	525	500
1/2 Page	290	275	260	250
1/3 Page	195	185	175	170
1/4 Page	145	140	130	125
3/16 Page [Square]	110	105	100	95
1/8 Page [Business Card]	75	70	70	65
Classified	\$30 for 25 words (50¢ per extra word) per insertion			

- All rates are inclusive; we do not charge HST.
- Additional charge for ad design by our in-house Graphic Designer (no charge for initial consultation). Contact for a quote.
- Preferred placement: 20% of advertisement price for colour ads only, if available.

2024 DEADLINES

Issue	Ad Booking	Ad due	Street Date
January	November 24	December 1	December 15
February	December 22*	January 5	January 19
March	January 26	February 2	February 16
April	February 23	March 1	March 15
May	March 28*	April 5	April 19
June	April 26	May 3	May 17
July	May 31	June 7	June 21
August	June 28	July 5	July 19
September	July 26	August 2	August 16
October	August 30	September 6	September 20
November	September 27	October 4	October 18
December	October 25	November 1	November 15

Ad Sizes	W" x H"
Full Page	7.125 x 9.325
1/2 horizontal	7.125 x 4.50
1/2 vertical	3.375 x 9.325
1/3 horizontal	7.125 x 3.00
1/4 vertical	3.375 x 4.50
1/4 horizontal	7.125 x 2.125
3/16 square	3.375 x 3.375
1/8 horizontal	3.375 x 2.125

Send artwork, logos, and other information to Vista@seniorskingston.ca

*Adjusted for holidays