



Advertising Rates

2019



Issue Colour Glossy	1 Issue Rate	3 Issue Rate perinsertion	6 Issue Rate perinsertion	9+ Issue Rate per insertion
Full Page	1000	950	900	850
1/2 Page	500	475	450	425
1/4 page	250	240	225	215
Issue Colour	1 Issue Rate	3 Issue Rate perinsertion	6 Issue Rate perinsertion	9+ Issue Rate per insertion
Full Page	850	800	750	700
1/2 Page	425	400	375	350
1/3 Page	280	270	255	230
1/4 page	210	205	195	175
3/16 page [Square]	160	155	145	135
Issue Black & White	1 Issue Rate	3 Issue Rate perinsertion	6 Issue Rate perinsertion	9+ Issue Rate per insertion
Full Page	550	525	500	475
1/2 Page	275	260	245	230
1/3 Page	185	180	175	170
1/4 Page	140	135	130	125
3/16 Page [Square]	105	100	95	90
1/8 Page [Business Card]	70	65	65	60
Classified	\$25 for 25 words (50¢ per extra word) per insertion			

Rates include ad design. Please supply artwork, logos, and other information to Vista@seniorskingston.ca

Preferred placement: 20% of advertisement price (based on availability) colour ads only

2019/20 Advertising Deadlines				Ad Sizes	
Issue	Ad Booking	Camera Ready Material	Street Date	Size	W" x H"
July	May 31	June 7	June 21	Full Page	7.125 x 9.325
August	June 28	July 5	July 19	1/2 horizontal	7.125 x 4.50
September	July 26	August 2	August 16	1/2 vertical	3.375 x 9.325
October	August 30	September 6	September 20	1/3 horizontal	7.125 x 3.00
November	September 27	October 4	October 18	1/4 vertical	3.375 x 4.50
December	October 25	November 1	November 15	1/4 horizontal	7.125 x 2.125
January	November 29	December 6	December 20	3/16 square	3.375 x 3.375
February	December 20*	January 3	January 17	1/8 horizontal	3.375 x 2.125
March	January 31	February 7	February 21	Contact 613.548.7810 Catherine (226) / Nicki (224) Vista@SeniorsKingston.ca	
April	February 28	March 6	March 20		
May	March 27	April 3	April 17		
June	April 24	May 1	May 15		

*Adjusted for holidays