



ADVERTISING RATES 2020

Issue Colour Glossy	1 Issue Rate	3 Issue Rate per insertion	6 Issue Rate per insertion	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 per insertion	6 Issue Rate per insertion	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 per insertion	6 Issue Rate per insertion	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			

- 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.

2020 DEADLINES

Issue	Ad Booking	Ad due	Street Date
January	November 29	December 6	December 20
February	December 20*	January 3	January 17
March	January 31	February 7	February 21
April	February 28	March 6	March 20
May	March 27	April 3	April 17
June	April 24	May 1	May 15
July	May 29	June 5	June 19
August	June 26	July 3	July 17
September	July 31	August 7	August 21
October	August 28	September 4	September 18
November	September 25	October 2	October 16
December	October 30	November 6	November 20

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

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