



ADVERTISING RATES 2021

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.

2021 DEADLINES

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

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

CONTACT Vista@SeniorsKingston.ca 613.548.7810
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