

The Regional

ADVERTISING RATE CARD

Effective January 1, 2007

\$14.70/col. inch

Retail Page Portion Prices (+ GST):

1/8 page - 9" \$132.30 (+ GST) = \$140.24

1 c. x 9"

2 c. x 4.5"

6 c. x 1.5"

1/6 page - 12" \$176.40 (+ GST) = \$186.98

1 c. x 12"

2 c. x 6"

3 c. x 4"

1/4 page - 18" \$264.60 (+ GST) = \$280.48

2 c. x 9"

3 c. x 6"

4 c. x 4.5"

1/3 Page - 24" \$352.80 (+ GST) = \$373.97

2 c. x 12"

4 c. x 6"

5 c. x 5"

1/2 Page - 36" \$529.20 (+ GST) = \$560.95

3 c. x 12"

4 c. x 9"

5 c. x 7.25"

6 c. x 6"

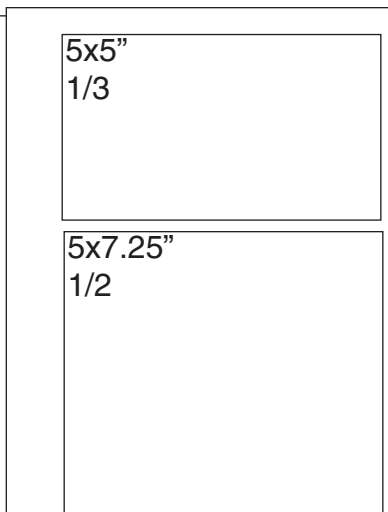
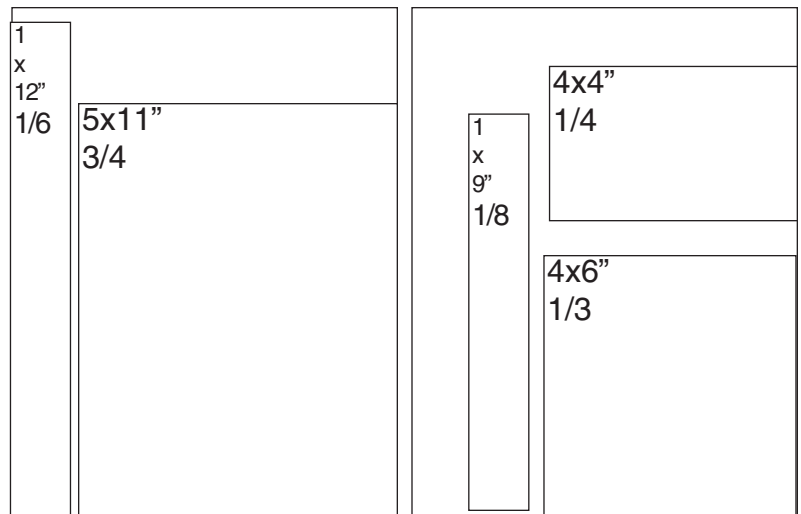
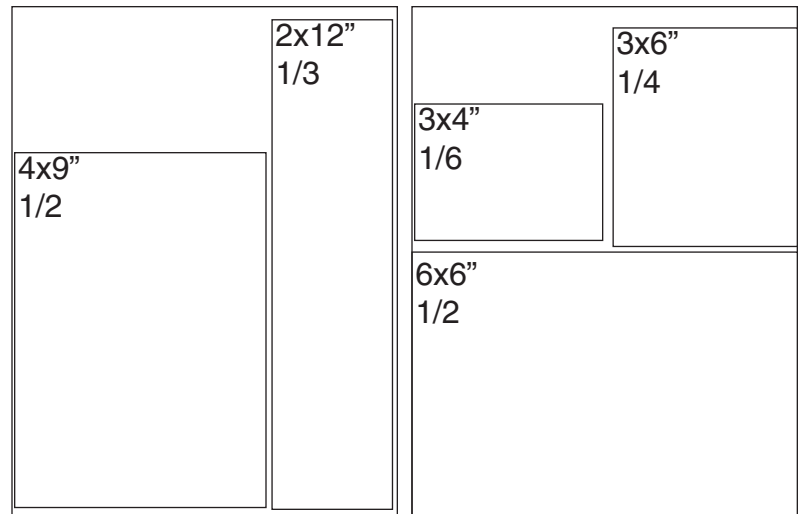
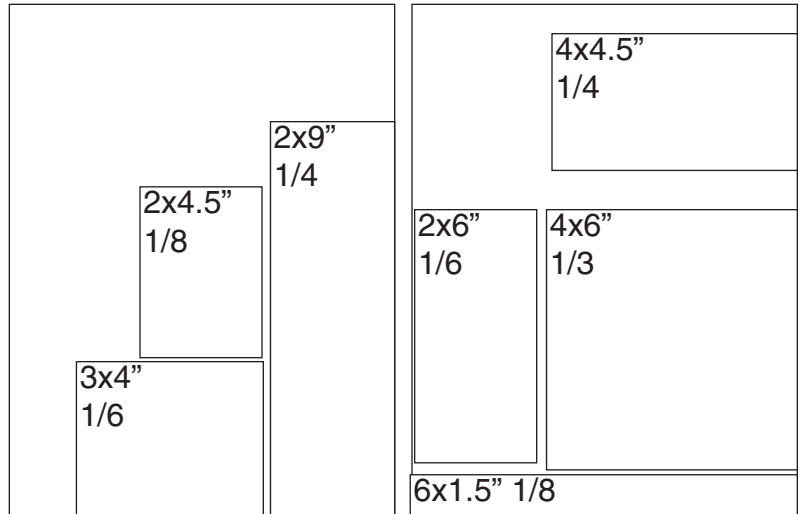
3/4 Page - 54" \$793.80 (+ GST) = \$841.43

5 c. x 11"

6 c. x 9"

Full Page - 72" \$1058.40 (+ GST) = \$1121.90

\$80.00 for each additional color



Column Width 1.569 inches Column Depth 12" Gutter 1 pica

1 Column...1.569" (9p5) 2 Column...3.306" (19p10) 3 Column...5.042" (30p3)
4 Column...6.778" (40p8) 5 Column...8.514" (51p1) 6 Column...10.25" (61p6)