

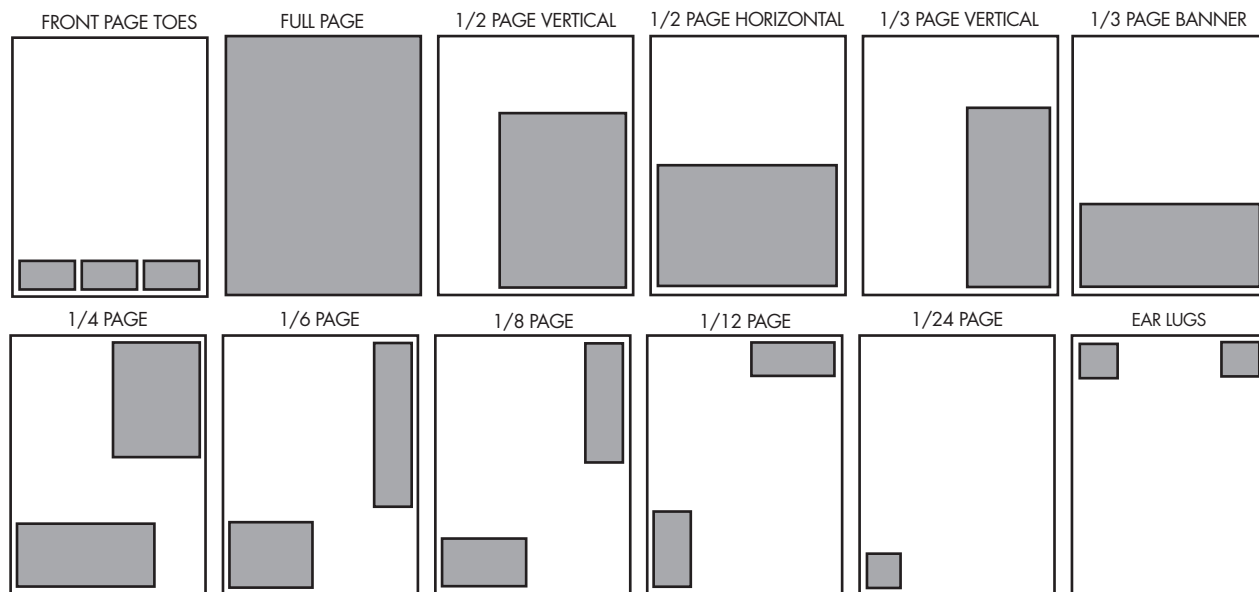
# 2012 Advertising Display Rates

(Circulation 25,000) Issued Monthly/Rates Net

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SIZE	WIDTH/DEPTH	1-TIME	3-TIME	6-TIME	12-TIME
Full Page	(10" x 15 1/2")	\$4,244	\$2,783	\$2,530	\$2,300
1/2	(7" x 10") or (10" x 7 1/2")	2,972	1,948	1,771	1,610
1/3	(4 5/8" x 10") or (10" x 5")	2,179	1,430	1,300	1,182
1/4	(4 5/8" x 7 1/2") or (10" x 3 5/8")	1,784	1,168	1,062	966
1/6	(4 5/8" x 5")	1,281	841	764	695
1/8	(4 5/8" x 3 5/8") or (2 1/4" x 7 1/2")	999	656	596	542
1/12	(4 5/8" x 2 1/2") or (2 1/4" x 5")	686	449	408	371
1/24	(2 1/4" x 2")	376	246	223	203

## MECHANICAL REQUIREMENTS



### COLOURS

Full Colour: \$500, Single Matched Color \$375  
Spot Colours: Cyan or Red: \$225

### FLYER/INSERTS

Starting at \$95.00 per thousand

### APPOINTMENT NOTICES

2-1/4" wide x 5" - \$150; 2 1/4" x 7 1/2" - \$195

### EAR LUGS: FRONT COVER OR AFTER HOURS SECTION

3" wide x 1-3/8" deep or 4 1/4" wide x 1-3/8" deep  
After Hours: 2 1/2 wide x 2 1/2 deep - Price on request

### SPECIFIED POSITION

25% Surcharge Upon Availability

**BusinessTimes**

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