

National Rate Card

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www.northernlife.ca

October 2009

Publishing Frequency: Twice-weekly

Issue Days: Tuesday & Thursday

R.O.P. Advertising Deadlines:

Tuesday Publication: Thursday 3 pm

Thursday Publication: Monday 3 pm
(Includes TV Listings)

Column Width	Picas	Inches
1	6	1"
2	13	2 3/16"
3	20	3 3/8"
4	27	4 1/2"
5	34	5 11/16"
6	41	6 13/16"
7	48	8"
8	55	9 3/16"
9	62	10 3/8"

National Volume Discount Rates:

(Commission 15%, 2% 20th fol. mo.)

Agate line rate 2.40

Volume	Rate
2,500	2.28
7,500	2.05
10,000	1.95
15,000	1.88
25,000	1.80
50,000	1.74
100,000	1.68
150,000	1.62

Non Profit/Charitable Rate:

1.88 per agate line.

Colour Rate:

Minimum size advertisement 1/6 page.

Black plus 1 colour . . . \$353

Black plus 2 colours . . . \$500

Black plus 3 colours . . . \$706

Mechanical Requirements

Nine Column Tabloid Page (9 x 196 = 1764 lines)

Column Depth: 196 agate lines (14 inches). Repro proofs required. Half tone screen - 180 line. Negatives - R.R.E.D. - Right Reading Emulsion Down.

Gutter Charge: one column

Inserts:

Annual Volume	Rate
650,000	\$47 C.P.M.
975,000	\$44 C.P.M.
1,300,000	\$42 C.P.M.
1,950,000	\$40 C.P.M.
2,600,000	\$38 C.P.M.

Catalogue, sample and data base distribution rates available on request.

Flyer specifications for our flyer inserter.

Insert Dimensions:

Maximum: 14" (length) x 11" (width)

Minimum: 5" (length) x 4.5" (width)

Insert Thickness:

Minimum: 8 pages

Maximum: 128 pages

We require a quarter-fold for flyers that are less than 8 pages.

Note: All rates are subject to GST.