

Retail Rate Card

158 Elgin Street, Sudbury, ON P3E 3N5

Tel: (705) 673-5667

Fax: (705) 673-4652

www.northernlife.ca

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AD SIZE Column x Agates (Width x Depth)	FREQUENCY/COST PER INSERTION						
	104 x	52 x	26 x	12 x	8 x	4 x	1 x
Full Page 9 x 196 (10 1/4" x 14")	\$ 2,245	2,370	2,580	2,725	2,860	3,180	3,535
Junior Page 7 x 196 (8 1/16" x 14")	\$ 1,820	1,925	2,030	2,130	2,245	2,495	2,755
Two Thirds 6 x 196 (6 7/8" x 14")	\$ 1,665	1,765	1,870	1,975	2,080	2,285	2,495
Two Thirds 9 x 130 (10 1/4" x 9 5/16")	\$ 1,665	1,765	1,870	1,975	2,080	2,285	2,495
Vertical HALF 5 x 196 (5 11/16" x 14")	\$ 1,405	1,480	1,560	1,640	1,740	1,925	2,130
Half 6 x 146 (6 7/8" x 10 7/16")	\$ 1,250	1,325	1,405	1,480	1,560	1,715	1,900
Half 9 x 97 (10 1/4" x 6 15/16")	\$ 1,250	1,325	1,405	1,480	1,560	1,715	1,900
Third 5 x 114 (5 11/16" x 8 1/8")	\$ 830	885	935	990	1040	1,145	1,250
Quarter 3 x 146 or 9 x 47 (3 3/8" x 10 7/16" or 10 1/4" x 3 3/8")	\$ 660	695	730	760	800	885	975
Quarter 5 x 86 or 4 x 108 (5 11/16" x 6 1/8" or 4 9/16" x 7 3/4")	\$ 660	695	730	760	800	885	975
Sixth 3 x 97 (3 3/8" x 6 15/16")	\$ 470	495	520	545	570	635	700
Eighth 5 x 42 or 4 x 52 (5 11/16" x 3" or 4 9/16" x 3 11/16")	\$ 330	350	375	395	415	455	500
Ninth 3 x 64 (3 3/8" x 4 9/16")	\$ 310	330	355	375	395	435	480
Twelfth 3 x 47 (3 3/8" x 3 3/8")	\$ 240	250	260	285	305	340	375
Eighteenth 3 x 31 or 2 x 47 (3 3/8" x 2 3/16" or 2 1/4" x 3 3/8")	\$ 155	165	175	200	230	230	255
Thirtysixth 2 x 24 or 1 x 47 (2 1/4" x 1 3/4" or 1 1/16" x 3 3/8")	\$ 80	85	95	105	110	120	135