

Lakefield Herald

AGATE LINE RATES / EFFECTIVE OCTOBER 2008

RETAIL ADVERTISING

DISCOUNTS

NON-PROFIT PREPAID 25%	ROLLOVER (NO CHANGES) 20%	3 TO 7 INSERTIONS 15%	8 TO 12 INSERTIONS 18%	13 PLUS INSERTIONS 21%	MULTIPLE PAGE SECTIONS PRICE ON REQUEST
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LINE RATE: .59 Per Agate Line (All Prices Are Net)

RETAIL DISPLAY MODULAR RATES

RATES PER WEEK	CASUAL	3 WEEKS	8 WEEKS	13 WEEKS
FULL PAGE	703⁵⁰	597⁹⁸	576⁸⁷	555⁷⁷
1/2 PAGE	362²⁵	307⁹²	297⁰⁵	286¹⁸
1/4 PAGE	183⁷⁵	156¹⁹	150⁶⁸	145¹⁶
1/6 PAGE	126⁰⁰	107¹⁰	103³²	99⁵⁴
1/8 PAGE	84⁰⁰	71⁴⁰	68⁸⁸	66³⁶
1/12 PAGE	68²⁵	60⁰¹	55⁹⁷	53⁹²
1/24 PAGE	36⁷⁵	31²⁴	30¹⁴	29⁰³
1/48 PAGE	18⁹⁰	16⁰⁷	15⁵⁰	14⁹³

PROCESS COLOUR

1/4 PAGE.....	25⁰⁰
1/2 PAGE.....	50⁰⁰
FULL PAGE.....	100⁰⁰

GUARANTEED POSITION 10% (If available)

MECHANICAL / MATERIAL SPECIFICATION

REGULAR DISPLAY FORMAT

Tabloid 6 col X 220 = 1320 lines

1 col.	2 col.	3 col.	4 col.	5. col	6 col.
1 9/16"	3 1/4"	5"	6 11/16"	8 3/8"	10 1/4"

WEB ADVERTISING RATES

HOME PAGE

TOP BANNER

95⁰⁰ / MONTH • 250⁰⁰ / 3 MONTHS • 1000⁰⁰ / 12 MONTHS

CENTRE BLOCK

50⁰⁰ / MONTH • 135⁰⁰ / 3 MONTHS • 500⁰⁰ / 12 MONTHS

RIGHT SIDE BLOCK

35⁰⁰ / MONTH • 95⁰⁰ / 3 MONTHS • 350⁰⁰ / 12 MONTHS

INSIDE PAGES

20⁰⁰ / MONTH • 45⁰⁰ / 3 MONTHS • 150⁰⁰ / 12 MONTHS

www.lakefieldherald.com

Lakefield Herald

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 Lakefield, Ontario • K0L 2H0
 Phone: (705) 652-6594 • Fax: (705) 652-6912
 Email: ads@lakefieldherald.com
www.lakefieldherald.com

MODULAR AD SIZES

	Col. Lines	Lineage	Dimensions WxH
FULL PAGE	6 x 220 = 1320		10 1/4" x 15 6/8"
1/2 PAGE	6 x 110 = 660		10 1/4" x 7 7/8"
	5 x 132 = 660		8 3/8" x 9 1/4"
	4 x 165 = 660		6 11/16" x 11 3/4"
	3 x 220 = 660		5" x 15 6/8"
1/4 PAGE	6 x 55 = 330		10 1/4" x 3 7/8"
	5 x 66 = 330		8 3/8" x 4 5/8"
	4 x 82 = 328		6 11/16" x 5 7/8"
	3 x 110 = 330		5" x 7 3/4"
	2 x 165 = 330		3 1/4" x 11 4/8"
1/6 PAGE	6 x 37 = 222		10 1/4" x 2 1/2"
	5 x 44 = 220		8 3/8" x 3 1/8"
	4 x 55 = 220		6 11/16" x 3 7/8"
	3 x 73 = 219		5" x 5 1/4"
	2 x 110 = 220		3 1/4" x 7 3/4"
1/8 PAGE	6 x 27 = 162		10 1/4" x 2"
	5 x 33 = 165		8 3/8" x 2 1/4"
	4 x 41 = 164		6 11/16" x 2 7/8"
	3 x 55 = 165		5" x 3 7/8"
	2 x 82 = 164		3 1/4" x 5 7/8"
	1 x 165 = 165		1 9/16" x 11 3/4"
1/12 PAGE	6 x 18 = 108		10 1/4" x 1 1/4"
	5 x 22 = 110		8 3/8" x 1 4/8"
	4 x 27 = 108		6 11/16" x 2"
	3 x 37 = 111		5" x 2 1/2"
	2 x 55 = 110		3 1/4" x 3 7/8"
	1 x 110 = 110		1 9/16" x 7 3/4"
1/24 PAGE	4 x 14 = 56		6 11/16" x 1"
	3 x 18 = 54		5" x 1 1/4"
	2 x 27 = 54		3 1/4" x 2"
	1 x 55 = 55		1 9/16" x 3 7/8"
1/48 PAGE	2 x 13 = 26		3 1/4" x 1"
	1 x 27 = 27		1 9/16" x 2"

INFORMATION

MATERIALS & INSERTION ORDERS

Send to:

The Lakefield Herald
74 Bridge Street
P.O. Box 1000
Lakefield, ON. K0L 2H0
ads@lakefieldherald.com

DEADLINES

Tuesdays @ 5:00pm

PAYMENTS

• Accounts due when rendered. Accounts will be considered past due 30 days after billing. Interest at a rate of 2% per month will be charged on over-due accounts.

- Retail rates are non-commissionable.
- Commissionable rate upon request.
- Cheques are to be made payable to:

The Lakefield Herald
74 Bridge Street
PO Box 1000
Lakefield, ON. K0L 2H0

COPYRIGHT

Advertiser acknowledges that Newspaper owns the copyright and all intellectual property rights in materials prepared by Newspaper for Advertiser.

MINIMUM & MAXIMUM REQUIREMENTS

- 6 col. page - minimum ad size 1 x 14.
- Ad exceeds 200 lines will be billed at full column depth.
- Ads running through the gutter will be billed for one additional column.

ERRORS AND OMISSIONS

- Liability of Publisher for non-insertion is limited to the amount paid for the advertisement. Liability of Publisher for errors by the Publisher is limited to cost of space occupied by the owner.
- Liability of Publisher for damage arising out of incorrect delivery or non-delivery of

any flyer is limited to the amount paid to the Publisher for distribution of such flyer.

- Claims for errors in advertisements or flyer deliveries must be made prior to next publication date.
- Positioning of advertisements or flexform formats are not guaranteed unless a premium is paid.
- The Publisher reserves the right to reject, discontinue or omit any advertisement without notice or penalty to either party.
- Advertiser warrants that advertising content will not be libelous or misleading.
- Advertiser agrees to indemnify Publisher with respect to any loss sustained by Publisher on publishing a libelous or misleading advertisement.

GENERAL

- Rates are effective October 2008 and include customary production cost. Colour separations and specialized art services, etc. may be extra.
- Contracts are subject to cancellation by either party with 15 days written advance notice. **CANCELLED CONTRACTS ARE SUBJECT TO SHORT RATES.**
- Additional discounts (or surcharges) may apply based on factors including: multi-page usage per issue or per week, cash payment with order, frequency, colour usage, unusual distribution volumes, etc.
- All advertising subject to approval. Rates are subject to change without notice.
- The publisher reserves the right or option to insert the word "advertisement" above or below any copy.
- All materials produced by the newspaper remain the property of the publisher. The publisher will not be responsible for materials supplied by the customer unless delivery instructions are received within 21 days after use.