

The Middlesex BANNER

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"Your Community News Since 1996"

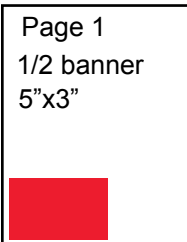
OUR AD RATES (effective 1 January 2018):

Full Page 10"x11.5"

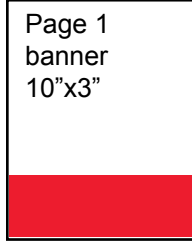


SAMPLE DISPLAY AD SIZES:

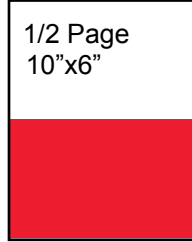
Page 1
1/2 banner
5"x3"



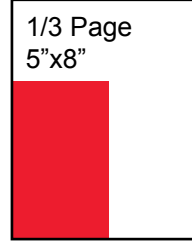
Page 1
banner
10"x3"



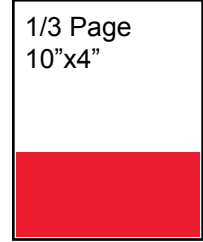
1/2 Page
10"x6"



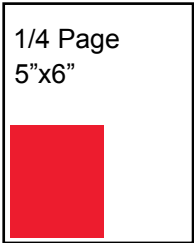
1/3 Page
5"x8"



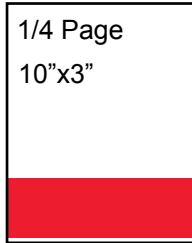
1/3 Page
10"x4"



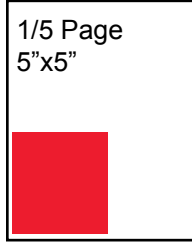
1/4 Page
5"x6"



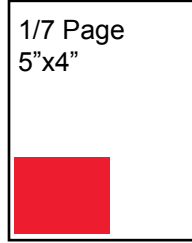
1/4 Page
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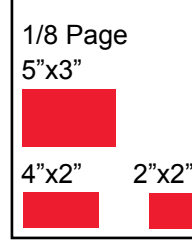
1/5 Page
5"x5"



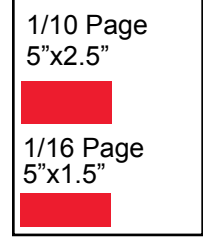
1/7 Page
5"x4"



1/8 Page
5"x3"



1/10 Page
5"x2.5"



4"x2"

2"x2"

1/16 Page
5"x1.5"

*COLOUR is 20% extra **HST extra

Ad Deadline is the Friday Prior to the week you want an ad in The Banner; Payment is due in 30 days (2% interest monthly on unpaid bills)

AD SIZE:	Full	Pg.1 banner	Pg.1 1/2 banner	1/2 Page	1/3	1/4	1/5	1/7	1/8	1/10	1/16
Base Rate* **	\$931.39	\$305.08	\$163.59	\$443.72	\$299.41	\$238.37	\$191.84	\$168.36	\$126.27	\$106.16	\$73.03

FREQUENCY DISCOUNTS AS FOLLOWS:

- Ad runs two times, in 2 consecutive editions = 10% off each ad
- Ad runs three times, in 3 consecutive editions = 20% off each ad
- Ad runs four times, in 4 consecutive editions = 30% off each ad

PRE-PAYMENT DISCOUNT:
 A further 10% OFF when your ad
 is paid before publication!

MARKETPLACE section ads (60% OFF) = 4"x2" business card \$27.72/week (28-week run); 2"x2" \$19.35/week (28-week run)
 Flyer Inserts Rates: 9.5 cents each (1,500 copies needed, we don't print these) = \$142.50

The BANNER: Your BEST way to reach out to your customers in Middlesex County!

WIDE-REACH: Reach every address several times a year! Try the **BANNER PHONE GUIDE** annually and the **BANNER EXTRA** seasonally. Blanket coverage of all 10,000 addresses in Middlesex Centre, North Middlesex, Lucan Biddulph & Strathroy-Caradoc. BANNER PHONE GUIDE rates start from \$156!
 Ask us for more details: Call 519-293-1095 or email editor@banner.on.ca

WHEN YOU NEED IT: Try the biweekly Wednesday paid edition of The BANNER. Canada Post & newsstand coverage to 1,500 addresses in Middlesex Centre, North Middlesex, Lucan Biddulph & Strathroy-Caradoc.

ONLINE: Try advertising on our online edition or in our online directory ~ we can link your ad with us to your own website, to steer traffic your way! **ONLY \$98 per Year:** Call 519-293-1095 or email editor@banner.on.ca

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