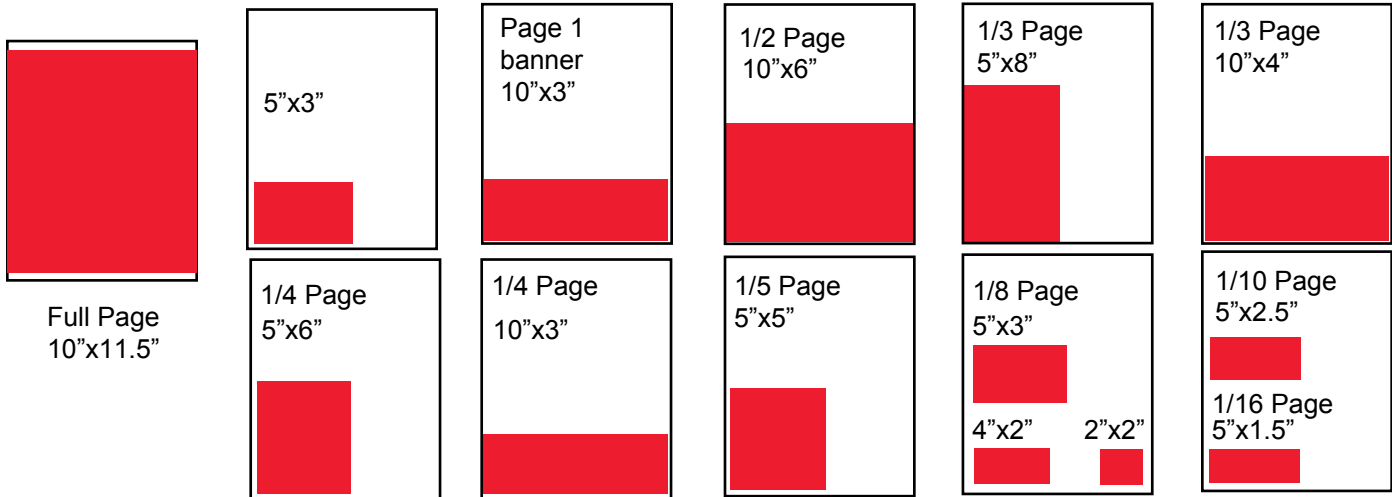


The Middlesex BANNER

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"Your Community News Since 1996"

SAMPLE DISPLAY AD SIZES:



OUR AD RATES (effective 1 January 2015): *COLOUR is 15% extra **HST on all prices

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	Pg.1	1/2 Page	1/3	1/4	1/5	1/8	1/10	1/16
Ad Frequency:		banner	1/2 banner							
Base Rate	\$759.29	\$254.34	\$133.38	\$361.73	\$244.09	\$194.33	\$156.41	\$102.95	\$81.60	\$58.18
6 Times/Year*	\$721.32	\$241.62	\$126.71	\$343.64	\$231.88	\$184.61	\$148.59	\$97.80	\$77.52	\$55.27
12 Times/Year**	\$683.36	\$228.91	\$120.04	\$325.55	\$219.68	\$174.90	\$140.77	\$92.65	\$73.44	\$52.36
24 Times/Year***	\$607.43	\$203.47	\$106.70	\$289.38	\$195.27	\$155.45	\$125.12	\$82.36	\$65.28	\$46.54
48 Times/Year****	\$531.50	\$178.04	\$93.36	\$253.21	\$170.86	\$136.03	\$109.49	\$72.06	\$57.12	\$40.72

FREQUENCY DISCOUNTS = *5% (6-11 Ads/Year), **10% (12-23 Ads), ***20% (24-47ads), ****30% (48 ads)

MARKETPLACE section ads (60% OFF) = 4"x2" business card \$25.77/week (26-week run); 2"x2" \$17.70/week (26-week run)

Flyer Inserts Rates: 8.3 cents each (1,400 copies needed, we don't print these) = \$116.20

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. BANNER EXTRA rates are as above... BANNER PHONE GUIDE rates start from \$132!
 Ask us for more details: **Call 519-293-1095 or email editor@banner.on.ca**

WHEN YOU NEED IT: Try the regular Wednesday paid edition of the BANNER. Canada Post & newsstand coverage to 1,600 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! **From \$32 per Year: Call 519-293-1095 or email editor@banner.on.ca**

Contact Publisher **BRAD HARNESS** today to explore your advertising options!
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