

The Middlesex BANNER

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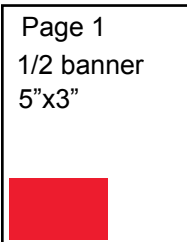
OUR AD RATES (effective 1 January 2023):

Full Page 10"x11.5"

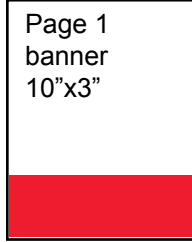


SAMPLE DISPLAY AD SIZES:

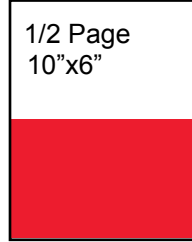
Page 1
1/2 banner
5"x3"



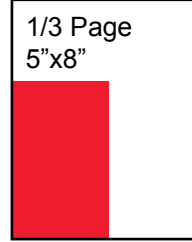
Page 1
banner
10"x3"



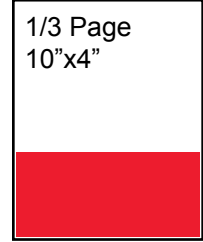
1/2 Page
10"x6"



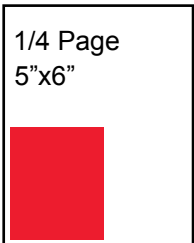
1/3 Page
5"x8"



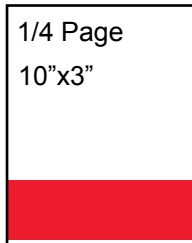
1/3 Page
10"x4"



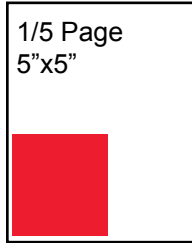
1/4 Page
5"x6"



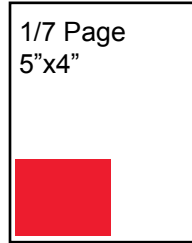
1/4 Page
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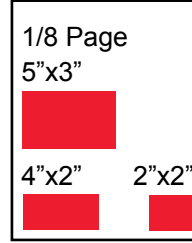
1/5 Page
5"x5"



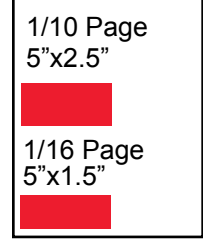
1/7 Page
5"x4"



1/8 Page
5"x3"



1/10 Page
5"x2.5"



4"x2" 2"x2"

*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* **	\$999.99	\$372.56	\$199.78	\$541.89	\$365.65	\$291.09	\$234.25	\$205.60	\$154.20	\$130.72	\$89.18

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 \$34.00/week (24-week run); 2"x2" \$30.00/week (24-week run)

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

WHEN YOU NEED IT: Try the biweekly Wednesday paid edition of The BANNER. Canada Post & newsstand coverage to 3,000 readers in Middlesex Centre, North Middlesex, Lucan Biddulph, Southwest Middlesex, Adelaide Metcalfe, Newbury & Strathroy-Caradoc. Published every 2nd & 4th Wednesday monthly. Advertising deadline is the Friday prior to publication dates.

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 \$119 per Year!**

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