

CASUAL DISPLAY AD RATES

EFFECTIVE JANUARY 1, 2017

26,000 copies printed weekly,
plus 2,400 web visits.

Additional savings when you book your
display ad in more than one area.

4 area editions are published each week.

Choose Total Coverage – All 4 Editions

OR Area Specific Advertising:

- (1) Nelson/Salmo
- (2) Kootenay Lake/Nelson RR#1&3
- (3) Castlegar/Slocan Valley
- (4) Trail/Rossland/Beaver Valley

CASUAL PROGRAM - PRICE PER INSERTION

	Single Area	2 Areas	3 Areas	All Areas
1/8 page	\$69.69	\$107.92	\$154.59	\$192.73
1/6 page	\$91.69	\$149.20	\$211.14	\$261.46
1/4 page	\$113.70	\$190.54	\$267.75	\$330.26
1/3 page	\$158.69	\$242.14	\$362.52	\$452.42
1/2 page	\$203.64	\$318.30	\$457.29	\$574.70
3/4 page	\$261.61	\$420.56	\$575.70	\$689.19
Full page	\$319.56	\$504.90	\$687.90	\$841.96

+GST

You can earn a lower rate package! Ask your sales rep.

Display ad size, content, areas chosen and timing of display ad insertions are always flexible.



10% OFF AD COST when paid before deadline

EARLY PROOF DEADLINE - Wednesday 12 noon (all copy must be in by this time)

DISPLAY AD DEADLINE - Thursday 3 pm (all copy must be in by this time)

Position Charges

(no discounts, subject to availability)

Colour Included

Front Page

1/4 page all area editions.....\$225
+ cost of ad

Cover Burst

.....\$50
+ cost of ad

Centre Spread

2 full pages - Double Truck\$320
• extra space through the centre + cost of ad
• front page burst announcing your ad

Back Page

Full page single area edition.....\$215
Full page all area editions.....\$335
+ cost of ad

Colour NOT included

Inside

1/2 - 1 page
single area edition\$55
all area editions\$140
+ cost of ad

1/8 - 1/3 page
single area edition\$40
all area editions\$100
+ cost of ad

+GST



Colour Charges

(no discounts,
subject to availability)

	ONE COLOUR	FULL COLOUR
2 Full Pages.....	\$180	\$320
1 Full or 3/4 page	\$90	\$170
1/2 or 1/3 page	\$80	\$160
1/4, 1/6, 1/8 page.....	\$70	\$130

+ cost of ad

+GST

Book 4 Full Colour Ads to run within a 2 month cycle and get full colour on the 4th ad FREE

Nelson & North Shore /
Slocan Valley / East Shore:

PETER WILLIAMS

250-352-7679

Fax 250-352-7674

peterpennywise@shaw.ca

Kaslo / East Shore
New Denver/Silverton/Nakusp

LARISSA SCOTT

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Trail / Beaver Valley / Rossland
Castlegar / Salmo

ADAM PRISCIAC

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