

FAIRWAY GROUP OF NEWSPAPERS
Advertising Rates & Information



— Your Voice in Guelph —
Guelph TRIBUNE

CIRCULATION:
 TUESDAY 40,966 • THURSDAY 45,726

	52x	26x	13x	4x	1x
Basebar	\$234	\$234	\$246	\$311	\$373
Full Page	\$1,490	\$1,490	\$1,568	\$1,980	\$2,372
Three Quarters	\$1,229	\$1,229	\$1,294	\$1,633	\$1,957
Half Page	\$819	\$819	\$862	\$1,089	\$1,304
Three Eights	\$645	\$645	\$679	\$857	\$1,027
Quarter	\$430	\$430	\$453	\$572	\$685
Sixth	\$287	\$287	\$302	\$381	\$457
Eighth	\$226	\$226	\$238	\$300	\$360
Sixteenth	\$119	\$119	\$125	\$158	\$189
Thirtysecond	\$62	\$62	\$66	\$83	\$99

— Your Hometown Newspaper —
CAMBRIDGE TIMES

CIRCULATION:
 TUESDAY & FRIDAY 42,009 • THURSDAY 47,169

	52x	26x	13x	4x	1x
Basebar	\$234	\$234	\$246	\$311	\$373
Full Page	\$1,490	\$1,490	\$1,568	\$1,980	\$2,372
Three Quarters	\$1,229	\$1,229	\$1,294	\$1,633	\$1,957
Half Page	\$819	\$819	\$862	\$1,089	\$1,304
Three Eights	\$645	\$645	\$679	\$857	\$1,027
Quarter	\$430	\$430	\$453	\$572	\$685
Sixth	\$287	\$287	\$302	\$381	\$457
Eighth	\$226	\$226	\$238	\$300	\$360
Sixteenth	\$119	\$119	\$125	\$158	\$189
Thirtysecond	\$62	\$62	\$66	\$83	\$99

— Serving your community since 1856 —
WATERLOO CHRONICLE

CIRCULATION:
 WEDNESDAY 32,000

	52x	26x	13x	4x	1x
Basebar	\$191	\$191	\$209	\$274	\$308
Full Page	\$1,215	\$1,215	\$1,333	\$1,744	\$1,960
Three Quarters	\$1,003	\$1,003	\$1,100	\$1,439	\$1,617
Half Page	\$668	\$668	\$733	\$959	\$1,078
Three Eights	\$526	\$526	\$577	\$756	\$849
Quarter	\$351	\$351	\$385	\$504	\$566
Sixth	\$234	\$234	\$257	\$336	\$377
Eighth	\$184	\$184	\$202	\$264	\$297
Sixteenth	\$97	\$97	\$106	\$139	\$156
Thirtysecond	\$51	\$51	\$56	\$73	\$82

NEW HAMBURG
INDEPENDENT

CIRCULATION:
 WEDNESDAY 3,400

	52x	26x	13x	4x	1x
Basebar	\$117	\$117	\$129	\$157	\$182
Full Page	\$745	\$745	\$823	\$1,000	\$1,156
Three Quarters	\$614	\$614	\$679	\$825	\$954
Half Page	\$410	\$410	\$453	\$550	\$636
Three Eights	\$323	\$323	\$357	\$433	\$501
Quarter	\$215	\$215	\$238	\$289	\$334
Sixth	\$143	\$143	\$158	\$192	\$223
Eighth	\$113	\$113	\$125	\$152	\$175
Sixteenth	\$59	\$59	\$66	\$80	\$92
Thirtysecond	\$31	\$31	\$34	\$42	\$48

Kitchener Post

CIRCULATION:
 FRIDAY 60,000

	52x	26x	13x	4x	1x
Basebar	\$305	\$320	\$334	\$438	\$493
Full Page	\$1,944	\$2,039	\$2,133	\$2,790	\$3,136
Three Quarters	\$1,605	\$1,685	\$1,760	\$2,302	\$2,587
Half Page	\$1,069	\$1,125	\$1,173	\$1,534	\$1,725
Three Eights	\$841	\$885	\$923	\$1,209	\$1,358
Quarter	\$561	\$589	\$616	\$806	\$905
Sixth	\$374	\$395	\$411	\$537	\$603
Eighth	\$294	\$309	\$323	\$422	\$475
Sixteenth	\$155	\$163	\$169	\$222	\$249
Thirtysecond	\$81	\$85	\$89	\$117	\$131

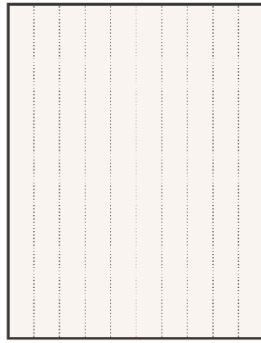
Kitchener Post

CIRCULATION:
 FRIDAY: EAST 29,233 • WEST 30,767

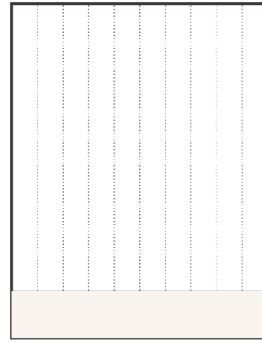
	52x	26x	13x	4x	1x
Basebar	\$153	\$160	\$167	\$219	\$246
Full Page	\$972	\$1,019	\$1,066	\$1,395	\$1,568
Three Quarters	\$802	\$841	\$880	\$1,151	\$1,294
Half Page	\$534	\$560	\$586	\$767	\$862
Three Eights	\$421	\$442	\$462	\$605	\$679
Quarter	\$281	\$294	\$308	\$403	\$453
Sixth	\$187	\$197	\$206	\$269	\$302
Eighth	\$147	\$155	\$162	\$211	\$238
Sixteenth	\$78	\$82	\$85	\$111	\$125
Thirtysecond	\$41	\$43	\$45	\$58	\$66

— Colour Rates: Spot \$300/paper • Process Colour \$550/paper —

Advertising Sizes



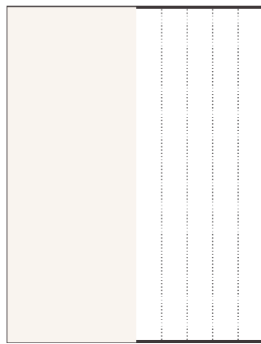
FULL PAGE
10.375" x 12.5"
10 x 175ag



BASEBAR
10.375" x 1.785"
10 x 25ag



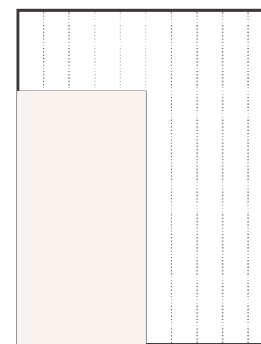
THREE QUARTERS - H
10.375" x 9.375"
10 x 132ag



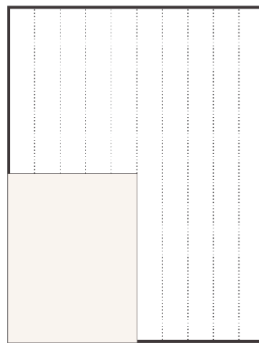
HALF - V
5.146" x 12.5"
5 x 175ag



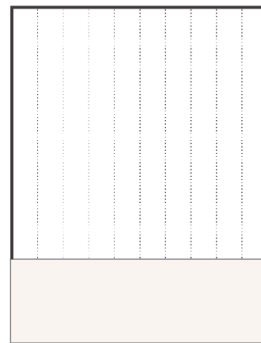
HALF - H
10.375" x 6.214"
10 x 87ag



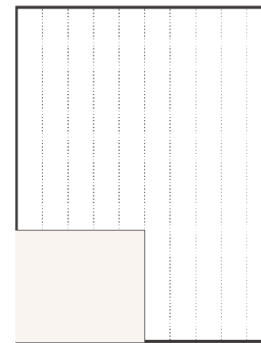
THREE EIGHTS
5.146" x 9.375"
5 x 131ag



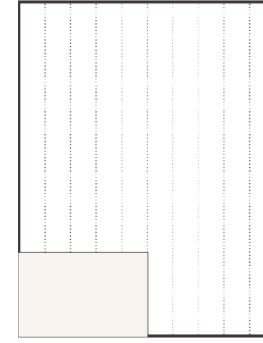
QUARTER - V
5.146" x 6.214"
5 x 87ag



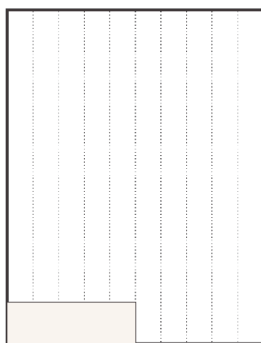
QUARTER - H
10.375" x 3.1"
10 x 43ag



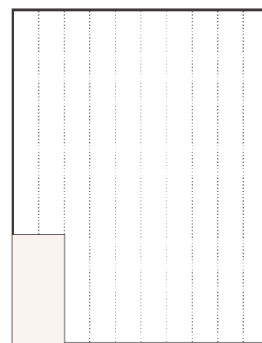
SIXTH - H
5.146" x 4.071"
5 x 57ag



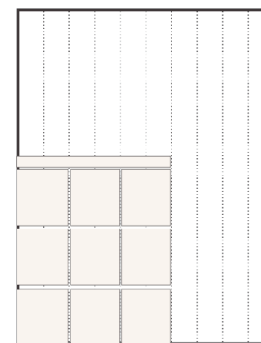
EIGHTH - H
5.146" x 3.1"
5 x 43ag



SIXTEENTH - H
5.146" x 1.52"
5 x 21ag



SIXTEENTH - V
2.008" x 3.929"
2 x 55ag



THIRTYSECOND
2.008" x 2"
2 x 28ag

ROP Deadlines

Tuesday R.O.P Deadlines:

Tuesday Ad Booking deadlines - Friday prior 10:00am

Tuesday Ad Material deadlines - Friday prior 3:00pm

Thursday R.O.P Deadlines:

Thursday Ad Booking deadlines - Tuesday prior 10:00am

Thursday Ad Material deadlines - Tuesday 3:00pm

Flyer Deadlines

Tuesday Flyer Booking Deadlines:

Wednesday 5pm

Tuesday Flyer Arrival Deadlines:

Thursday 8am

Thursday Flyer Booking Deadlines:

Friday 9am

Thursday Flyer Arrival Deadlines:

Friday 3pm

Flyer Rate Information

	up to 250,000 annually	\$45 per m
GUELPH TRIBUNE	250,000 to 500,000 annually.....	\$43 per m
CAMBRIDGE TIMES	500,000 to 750,000 annually.....	\$41 per m
WATERLOO CHRONICLE	750,000 to 1,000,000 annually	\$40 per m
	over 1,000,000 annually.....	\$39 per m
NEW HAMBURG INDEPENDENT		\$90 per 1000

Flyer Shipping

Flyer Shipping Address: For Guelph | Cambridge | New Hamburg Distribution
475 Thompson Dr., Unit 1-4 . Cambridge Ontario N1T 2K7

Flyer Shipping Address: For Waterloo Distribution
79 Shoemaker Street . Kitchener Ontario N2E 3B5

— Your Voice in Guelph —
GuelphTRIBUNE

27 Woodlawn Road West, Unit 1, Guelph | 519.763.3333 | www.guelphtribune.ca

Carrier Delivered

TruckFSA CoveredArea DeliveredAmount

001N1GCentral: Gordon, Edinburgh, College2369
002N1C / N1GSouth: Downey, Niska, College, Stone2057
023N1GSouth: Kortright W, Edinburgh S, Rickson1996
003N1G / N1LSouth: Kortright E, Gordon, Pineridge5435
004N1HCentral: Norfolk, Waterloo, Silvercreek4377
005N1HCentral/North: London, Westmount, Woodlawn2446
006N1ENorth/East: Speedvale E, Victoria N2870
007N1ECentral: York, Victoria N, Elizabeth1206
008N1ECentral: Eramosa, Speedvale E3340
009N1EEast: Victoria, Eastview, Watson3789
031N1KWest: Hanlon, Imperial, Elmira, Hwy #243143
045N1HWest/North: Hanlon, Imperial N, Speedvale W3002

Carrier Delivered Total36,030

Apartment Lobby Delivered

400Apartments: North of Wellington, East of Woolwich1,925
500Apartments: South of Wellington, West of Woolwich1,900

Apartment Lobby Delivered Total3,825

Rural Delivered:

Area #1Hwy #6, 6th Line E, First Line/18, Woodlawn Rd W1,200
Area #2Watson Rd, Erin/Halton, Hwy #124, Cnty Rd #125975
Area #3Stone Rd, Clair Rd, Hwy #401, Hanlon1,085
Area #4Hwy #124, Cambridge/Guelph Townline, Hwy #401, Hanlon650
Area #5Hwy #6, Fergus #18, Eramosa/Erin Townline, Hwy #124850

Rural Delivered Total4,760

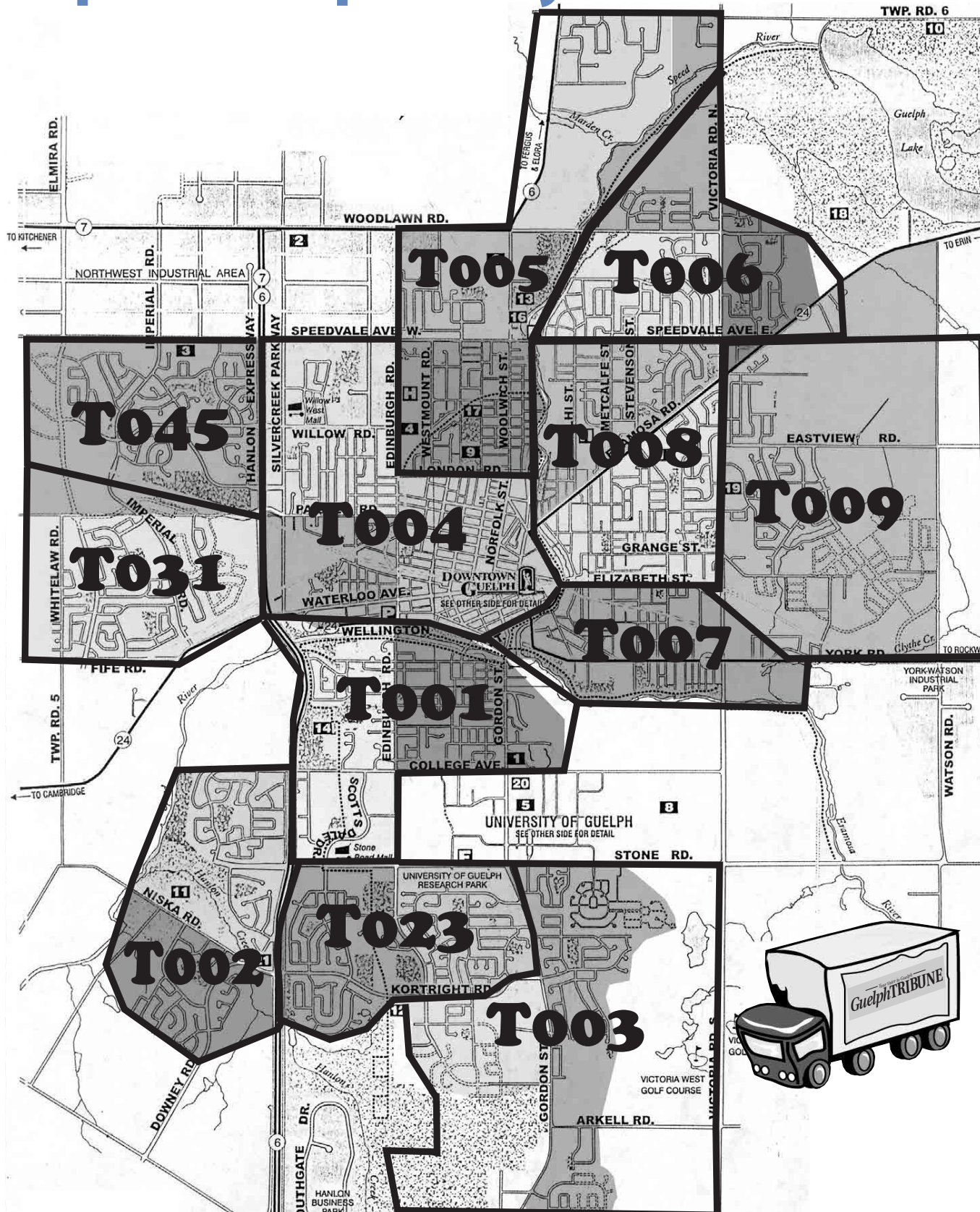
Other Delivered:

Stores / Boxes681
Administration200
Mailed Subscriptions	...30
Service Copies200

These numbers are a guideline to the various delivery zones within the City of Guelph and are subject to change without notice. To avoid shortages, please ship extra flyers to cover spoilage and circulation fluctuations.

TOTAL DISTRIBUTION AVAILABLE - 45,726

Map of Guelph - City

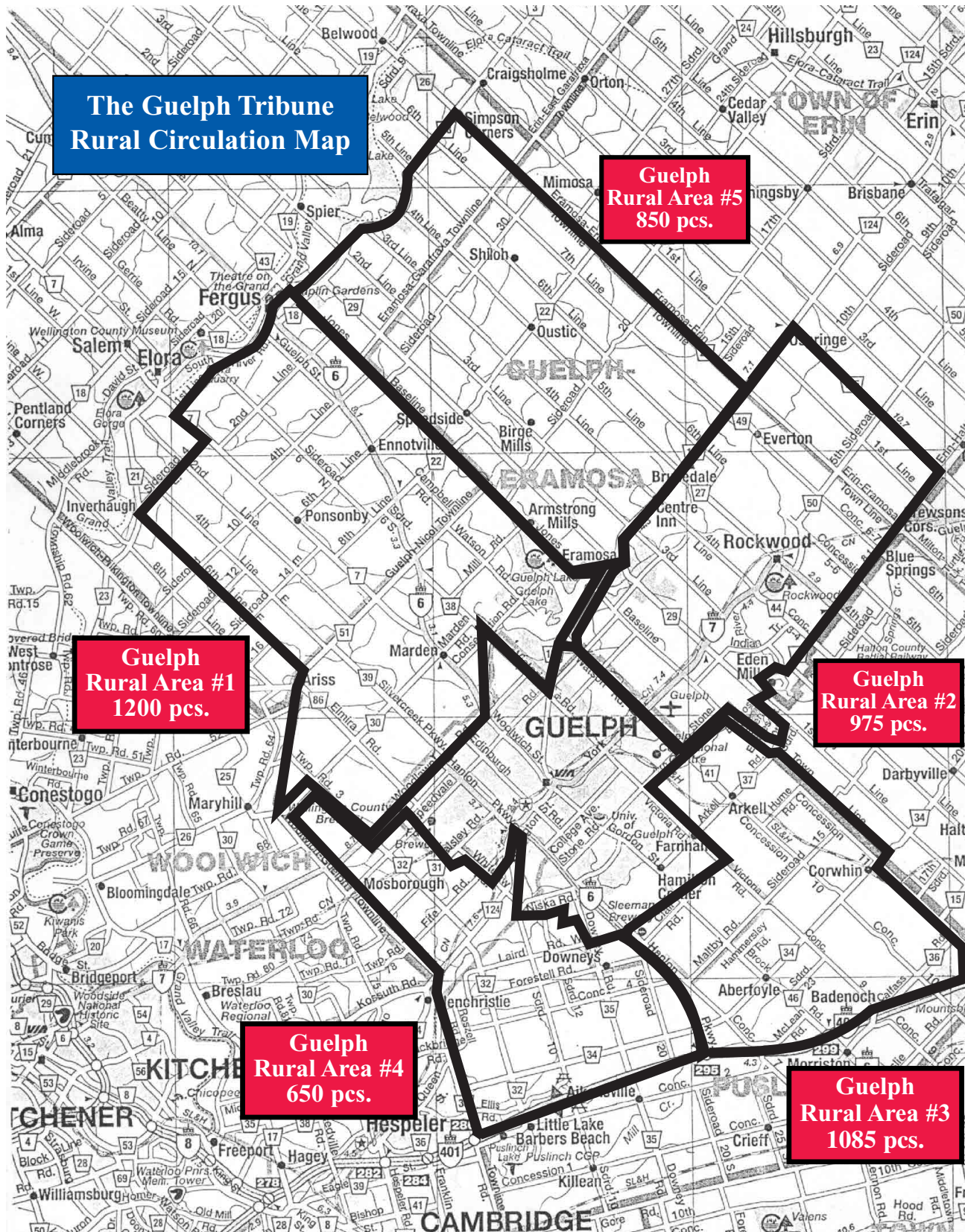


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Guelph TRIBUNE

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Map of Guelph - Rural Area



Your Voice in Guelph

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Production Contact Information

Phone: 519.763.3333 ext. 270, 271 **Fax:** 519.763.4814

E-mail Information: composing@guelphtribune.ca

INSTRUCTIONS FOR SENDING ADS ON FTP (Macintosh Compatible)

GUELPH TRIBUNE SITE:

HOST: ftp.guelphtribune.ca

USER ID: gtads

PASSWORD: adsend

PLEASE EMAIL US ONCE THE MATERIAL HAS BEEN SENT

Mechanical Requirements

MEDIA:

CD, DVD, USB Memory Stick

PROGRAMS USED: Quark 7, Photoshop CS3, Illustrator CS3, Acrobat 8

Please make sure the document is COMPRESSED (Stuffit or Zip)

IMAGES & LOGOS:

.jpg - .psd (photoshop) - .tiff - .eps

300 dpi if possible

(NO Microsoft Word, Powerpoint or Corel Wordperfect files!)

FINISHED WORK:

PDF only please

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