



THE HALIBURTON COUNTY ECHO // 2,495 CIRCULATION

THE MINDEN TIMES // 1,523 CIRCULATION

Published: **Tuesday** // Deadline: **Thursday @ 5pm**

Published: **Wednesday** // Deadline: **Monday @ 10am**

Print Area: **10" x 13.5"** // Newspaper Format: **Tabloid**

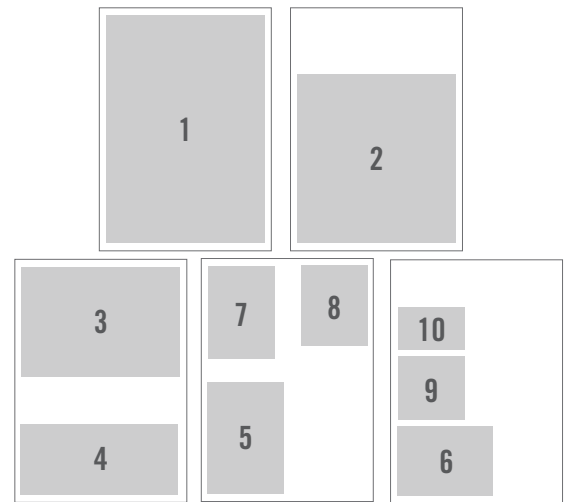
Print Area: **10" x 13.5"** // Newspaper Format: **Tabloid**

ISSUES (per week)	1	4	13	26	52
1. FULL PAGE	\$659	\$620	\$584	\$548	\$514
2. 2/3 PAGE	\$448	\$422	\$397	\$373	\$349
3. 1/2 PAGE	\$339	\$320	\$301	\$283	\$265
4. 1/3 PAGE	\$228	\$216	\$203	\$191	\$179
5. 1/4 PAGE	\$174	\$164	\$153	\$144	\$135
6. 1/6 PAGE	\$116	\$110	\$104	\$98	\$92
7. 1/8 PAGE	\$88	\$84	\$79	\$74	\$69
8. 1/12 PAGE	\$67	\$63	\$58	\$53	\$48
9. 1/16 PAGE	\$46.20	\$43.68	\$41.16	\$38.64	\$36.12
10. BUSINESS CARD	\$35.28	\$33.60	\$31.36	\$29.68	\$27.44

ISSUES (per week)	1	4	13	26	52
1. FULL PAGE	\$618	\$583	\$549	\$515	\$483
2. 2/3 PAGE	\$421	\$397	\$374	\$351	\$329
3. 1/2 PAGE	\$319	\$300	\$283	\$266	\$249
4. 1/3 PAGE	\$215	\$202	\$191	\$179	\$167
5. 1/4 PAGE	\$162	\$154	\$145	\$136	\$127
6. 1/6 PAGE	\$110	\$103	\$97	\$91	\$85
7. 1/8 PAGE	\$83	\$78	\$73	\$69	\$64
8. 1/12 PAGE	\$55	\$50	\$47.50	\$45	\$40
9. 1/16 PAGE	\$43.68	\$40.32	\$37.80	\$35.28	\$34.44
10. BUSINESS CARD	\$33.60	\$30.80	\$29.12	\$26.88	\$26.32

COMBINATION RATES THE HALIBURTON COUNTY ECHO & THE MINDEN TIMES

ISSUES (per week)	1	4	13	26	52
1. FULL PAGE	\$1,085	\$1,023	\$963	\$904	\$847
2. 2/3 PAGE	\$739	\$696	\$655	\$615	\$576
3. 1/2 PAGE	\$559	\$527	\$496	\$467	\$437
4. 1/3 PAGE	\$377	\$355	\$335	\$315	\$294
5. 1/4 PAGE	\$286	\$270	\$253	\$238	\$223
6. 1/6 PAGE	\$192	\$181	\$171	\$161	\$150
7. 1/8 PAGE	\$145	\$138	\$129	\$122	\$113
8. 1/12 PAGE	\$114	\$108	\$99	\$90	\$79
9. 1/16 PAGE	\$77	\$72	\$68	\$63	\$60
10. BUSINESS CARD	\$52	\$48	\$46	\$43	\$41



COUNTY LIFE // 6,500 CIRCULATION

Buy either the Haliburton Echo or the Minden Times or both and receive

50% OFF

- FULL PAGE with colour\$375
- 1/2 PAGE with colour.....\$215
- 1/4 PAGE with colour.....\$135
- 1/8 PAGE\$60
- 1/8 PAGE with colour.....\$80
- BUSINESS CARD.....\$20
- BUSINESS CARD with colour.....\$35



TAB MECHANICAL REQUIREMENTS

CAMERA READY ARTWORK

All camera ready digital files should be submitted as Adobe Acrobat PDF file.

PDF SUBMISSION GUIDELINES:

1. Embed all fonts
2. Colour files must be CMYK, not RGB
3. Composite file, without crop marks
4. Do not include a bleed around your ad

Also accepted are working files from these MAC/PC compatible programs:

- Adobe InDesign CS 5.5*
- Adobe Illustrator CS 5.5**
- Adobe Photoshop CS 5.5***

* Must include all fonts and artwork

**All type must be converted to outline

***Files should be flattened and saved as PS PDF, CMYK as appropriate

Files cannot exceed software versions listed above.

COMPONENT REQUIREMENTS

IMAGES

Photos will look their best if they are provided as high-resolution. In most cases a larger image in size and resolution equals better reproduction.

All photo images must be submitted as:

JPEG, TIFF and/or EPS images: 300 dpi at least 5" wide

Bitmaps: 400 dpi

Note: Please avoid submitting GIF, PNG and BMP. These images do not contain enough pixel or colour data for print reproduction and we can not guarantee image quality.

LOGOS

Logos will look best when provided as CMYK, vector graphic. A vector graphic can be made any size without compromising the quality of the graphic.

Vector graphics must be submitted as an Adobe Illustrator CS6 or lower .ai or .eps format.

TEXT

Text can be submitted in a variety of formats.

Such as:

- TXT (Plain Text)
- DOC Microsoft Word
- RTF (Rich Text Format)
- XLS Microsoft Excel

AD SPECS

Image area 10" x 13.5" 9 Column Format

	INCHES	COLUMNS X LINES	
Full page	10"w x 13.5"	9 x 189 ag	1 COL = 1.0" 2 COL = 2.16" 3 COL = 3.25" 4 COL = 4.5" 5 COL = 5.5" 6 COL = 6.6" 7 COL = 8" 8 COL = 9" 9 COL = 10"
2/3 page	6.6"w x 13.5"	6 x 186 ag	
2/3 page	10"w x 9"h	9 x 126 ag	
1/2 Page	10"w x 6.7143"h	9 x 94 ag	
1/2 Page	4.9167"w x 13.5"h	4.5 x 189 ag	
1/2 Page	6.6"w x 9"h	6 x 126 ag	
1/3 Page	10"w x 4.5"h	9 x 63 ag	
1/3 Page	6.6"w x 6.7143"h	6 x 94 ag	
1/3 Page	3.25"w x 13.5"h	3 x 189 ag	
1/4 Page	10"w x 3"h	9 x 42 ag	
1/4 Page	4.9167"w x 6.7143"h	4.5 x 84 ag	
1/6 Page	4.9167"w x 4"h	4.5 x 56 ag	
1/6 Page	3.25"w x 6.7143"h	3 x 84 ag	
1/8 Page	4.9167"w x 3"h	4.5 x 42 ag	
1/8 Page	3.25"w x 4.5"h	3 x 63 ag	
1/12 Page	3.25"w x 4"h	3 x 56 ag	
1/16 Page	3.25"w x 3"h	3 x 42 ag	
Business Card	3.25"w x 2"h	3 x 28 ag	
Ear lug	2.5"w x 2"h	2 x 28 ag	

SPECIALTY AD SIZES

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