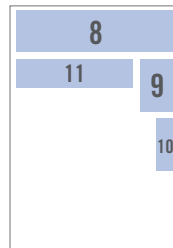
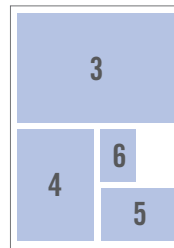
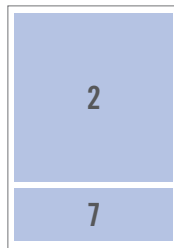
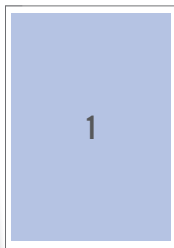


Published: **Thursday** // Deadline: **Tuesday 2:00PM** // Print Area: **11" x 21.5"** // Newspaper Format: **Broadsheet**

ISSUES or REGIONS	1	5-10	11-15	16-20	21-25	26-30	31-40	41-51	52	DISPLAY AD SIZES
DISCOUNT	TRANSIENT	5%	10%	15%	20%	25%	30%	35%	40%	
1. FULL PAGE	\$1,680	\$1,596	\$1,512	\$1,428	\$1,344	\$1,260	\$1,176	\$1,092	\$1,008	11" w x 21.5" h
2. 3/4 PAGE	\$1,260	\$1,197	\$1,134	\$1,071	\$1,008	\$945	\$882	\$819	\$756	11" w x 16" h
3. 1/2 PAGE	\$840	\$798	\$756	\$714	\$672	\$630	\$588	\$546	\$504	11" w x 10.714" h
4. 1/4 PAGE	\$420	\$399	\$378	\$357	\$336	\$315	\$294	\$273	\$252	5.444" w x 10.714" h
5. 1/8 PAGE	\$230	\$219	\$207	\$196	\$184	\$173	\$161	\$150	\$138	5.444" w x 5.3" h
6. 1/16 PAGE	\$120	\$114	\$108	\$102	\$96	\$90	\$84	\$78	\$72	5.444" w x 2.6" h
7. BASEBAR (INSIDE)	\$250	\$238	\$225	\$213	\$200	\$188	\$175	\$163	\$150	11" x 3" h
BASEBAR (COVER)	\$300	---	---	---	---	---	---	---	---	
8. TOP BAR (INSIDE)	\$250	\$238	\$225	\$213	\$200	\$188	\$175	\$163	\$150	11" w x 2.25" h
TOP BAR (COVER)	\$300	---	---	---	---	---	---	---	---	
9. EARLUG (INSIDE)	\$125	\$119	\$113	\$106	\$100	\$94	\$88	\$81	\$75	2.66" w x 2.6" h
EARLUG (COVER)	\$175	---	---	---	---	---	---	---	---	
10. MINI EARLUG (COVER)	\$125	---	---	---	---	---	---	---	---	1.2656" w x 2.6" h
11. MOUTH (COVER)	\$225	---	---	---	---	---	---	---	---	8.2188" w x 1" h
12. FRONT PAGE GATEWAY	\$2,525	---	---	---	---	---	---	---	---	5" w x 21.5" h

**Custom Ads:** Agate Line Rate Applies - 8 columns Wide X 300 Lines = 2400 Agate Lines for a Full Page. Frequency discounts apply.  
**Word Ad: Non-Commercial Ads** \$20.00 for 15 words, for 4 weeks, fifty cents per word thereafter. \$15.95 for 15 words, for 2 weeks, fifty cents per word thereafter.  
**Commercial Ads** \$15.00 for 15 words per week, fifty cents per word thereafter.  
**Colour:** Spot Color \$75.00, Full Process Colour - Full page \$250.00/Half Page \$195.00/Under Half Page \$135.00  
**Service Directory:** Ads starting from \$377.00 for 13 weeks, prepaid. **Cover Post it Ads:** \$200.00. **Flyers:** \$50.00 per thousand.  
**Premium Positioning Based On Availability:** Back Page \$1,850.00/Inside Back-Inside Front Page \$1,750.00/Centre Spread \$3,500.00. Premium for cover spots, when available.  
 \*All specialty items include full process color.



# BROADSHEET 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 6\*
- QuarkXpress 9\*
- Adobe Illustrator CS 6\*\*
- Adobe Photoshop CS 6\*\*\*

\* 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 11" x 21.5" 8 Column Format

Full Page .....	11"w x 21.5"h
Half Page Horizontal.....	11"w x 10.714"h
Half Page Vertical .....	5.444"w x 21.5"h
3/4 Page Dominate.....	11"w x 16"h
1/4 Page Horizontal.....	11"w x 5.3"h
1/4 Page Vertical.....	5.444"w x 10.714"h
1/8 Page Horizontal.....	5.444"w x 5.3"h
1/8 Page Vertical.....	2.666"w x 10.714"h
1/16 Page Horizontal.....	5.444"w x 2.6"h
1/16 Page Vertical.....	2.666"w x 5.3"h
Basebar.....	11"w x 3"h
Top Bar (Cover).....	11"w x 2.25"h
Mini Earlug.....	1.2656"w x 2.6"h
Earlug .....	2.66"w x 2.6"h
Mouth Ad (Cover).....	8.2188"w x 1"h
Gateway (Cover) .....	5"w x 21.5"h

### SPECIALTY AD SIZES

Please contact your local sales representative.

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KING WEEKLY SENTINEL

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