

Reach Quebec City's English Community with the...

North America's Oldest Newspaper - Since 1764

Chronicle-Telegraph

Québec

Want to make your advertising dollars count?

The *Quebec Chronicle-Telegraph* (*QCT*) is proud to offer you a simple solution: advertise in your community newspaper. Studies show that community newspapers are considered Canada's most trustworthy news and ad sources, and that three out of five English-speakers in Quebec read their local newspaper.

Access a niche market.

The *Quebec Chronicle-Telegraph* is the only English-language newspaper published in the greater Quebec City area. The *QCT* serves a distinct market in the provincial capital, and is a vital source of information for the area's English-speaking community. We offer news and features not covered by the daily publications, and we prioritize content with a direct English-language connection.

Editorial content is original and is generated primarily by our team of full-time journalists. Content is occasionally supplemented by contributions from local organizations and readers.

Take advantage of our reputation.

Community newspapers are credible by their very nature (written by and about locals). Our role in making and chronicling local history has created long-standing trust and commitment among our readers.

The *Quebec Chronicle-Telegraph* is the oldest extant newspaper in North America, and this year marks our 250th anniversary. The *QCT* regularly wins awards from the Quebec Community Newspaper Association for its original, all-local content. In 2013 alone, we won awards in five categories, and one of our journalists was named Outstanding Photojournalist of the Year.

Focus your advertising for greater impact.

People pay to read the *Quebec Chronicle-Telegraph*. That means your ad is not lost in a pile of free flyers and other unsolicited mail. Even better, subscribers read our paper cover to cover, so your ad will be noticed.

Connect with your community today!

The *Quebec Chronicle-Telegraph* provides access to a niche readership with documented high purchasing power. The *QCT* also offers a strong complement to advertising in the local French media.

We invite advertisers from local to international levels to share messages about their business, employment opportunities, programs and services with the English-speaking community. We offer ad placements in the newspaper and on our website. Add the *QCT* to your roster of publications for your upcoming publicity efforts, and you'll join the many nationally and locally based companies already connecting with our niche community!

Quotes for your ad campaign are available upon request.

The *QCT* is a member of the Quebec Community Newspaper Association.



(1924-1959) - 27, rue de Buade, Vieux-Québec

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1040 Belvedere, suite 218, Quebec City, (Québec) G1S 3G3 Tel: (418) 650-1764
Fax: (418) 650-5172 Advertising@qctonline.com • www.qctonline.com

LP
LONDON
PUBLISHING CORP

North America's Oldest Newspaper - Since 1764

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Published: **Wednesday** // Deadline: **Monday 12:00 Noon** // Print Area: **10.38" x 16"** // Newspaper Format: **Tabloid**

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	\$1,156	\$1,103	\$1,050	\$998	\$945	\$892	\$839	\$786	\$734	10.38" w x 16" h
2. 3/4 PAGE	\$946	\$902	\$784	\$789	\$772	\$728	\$685	\$641	\$598	10.37" w x 12" h
3. 1/2 PAGE	\$631	\$602	\$573	\$544	\$515	\$486	\$457	\$428	\$399	10.38" w x 8" h
4. 1/4 PAGE	\$325	\$311	\$296	\$282	\$267	\$253	\$238	\$224	\$209	5.1" w x 6.75" h
5. 1/6 PAGE (VERTICAL)	\$265	\$253	\$241	\$229	\$217	\$205	\$193	\$181	\$169	3.34" w x 6.75" h
1/6 PAGE (HORIZONTAL)	---	---	---	---	---	---	---	---	---	5.1" w x 4.57" h
6. 1/8 PAGE (VERTICAL)	\$174	\$163	\$156	\$148	\$141	\$134	\$127	\$119	\$112	5" w x 3.5" h
1/8 PAGE (HORIZONTAL)	---	---	---	---	---	---	---	---	---	5" w x 3.5" h
7. BUSINESS CARD	\$91	\$84	\$81	\$77	\$73	\$70	\$66	\$62	\$59	3.34" w x 2.23" h
8. BASEBAR (INSIDE)	\$215	\$205	\$195	\$185	\$175	\$165	\$155	\$145	\$135	10.38" w x 1.57" h
BASEBAR (COVER)	\$265	---	---	---	---	---	---	---	---	10.38" w x 1.57" h

Custom Ads: Agate Line Rate \$.92 per line, 6 columns Wide X 224 Lines = 1344 Lines for a Full Page
 Inserts: \$100 / 1,000 (2,100 inserts required), \$275 surcharge on special editions

Colour: Spot Color \$140.00, 2 Colour \$275
 Full Process Colour - Full page \$399.00/Half Page \$275.00/Under Half Page \$225.00

Classified Ads: \$8 for 25 words, 10¢ per additional word;
Birth, In Memoriam, Thank You: \$21 for 50 words, 20¢ wper additional word
Photograph: \$10 (1 column), \$25 (2 columns)
Death Notice: \$35 for 100 words, 25¢ per additional word (photo and web listing included in price)
Business Directory: \$56 (1 insertion)
Subscription: \$50.00 / year - 50 issues
Translation: \$0.45 per word Translation of Slogans: \$20

Rates are regular retail rates, and represent rates outside our special section pricing.

All rates subject to applicable taxes.

*This option is available to clients that place a full-year ad campaign with a minimum of 5 insertion dates. Banner position guaranteed bottom, page 1, in full process colour. The ad space is 6 columns x 22 agates. Regular ad rate for each banner insertion is \$575.88 + tax, the banner ad is being offered for a limited period for only \$436 + tax. Clients selecting this ad option must commit to at least 5 insertions. To confirm available publication dates, contact our Sales Representative.

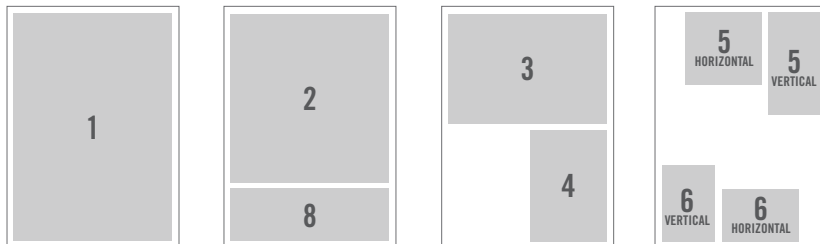
* Ce prix avantageux est offert aux clients qui achètent une campagne publicitaire d'un an, incluant un total de 5 dates d'insertion durant l'année. Cela vous assurera une bannière au bas de la première page du journal et ce, en quadrichromie. L'espace publicitaire est sur 6 colonnes x 22 agates. Le tarif régulier pour chaque insertion de bannière est de 575.88 \$ (net) plus taxes. Cependant, cette offre vous est offerte à 436 \$ (net) plus taxes pour un temps limité. Les clients qui désirent profiter de cette offre doivent nécessairement s'engager à acheter 5 dates d'insertion. Afin de connaître les dates de publication disponibles, veuillez contacter notre représentant des ventes.

NATIONAL RATES

Custom Ads: Agate Line Rate \$1.35 per line,
 6 columns Wide X 224 Lines = 1344 Lines for a Full Page
 Inserts: \$150 / 1,000 (2,200 inserts required)
 Price is per insert size of one 8.5" x 11.5" page

Colour: Spot Color \$140.00, 2 Colour \$275
 Full Process Colour - Full page \$399.00/Half Page \$275.00/
 Under Half Page \$225.00

Subscription: \$50.00 / year - 50 issues
 Translation: \$0.25 per word (net)



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In light of 2011 Canada Census results, we estimate the *Quebec Chronicle-Telegraph's* total potential reach at over 20,000 individuals. This number includes the area's established English-speaking community, an extensive population of English-speaking immigrants, and French-speakers interested in reading local news and events in English.

Although the majority of our readership lives in the greater Quebec City area, our weekly distribution stretches from Shannon (near the Canadian Forces Base Valcartier) to Thetford Mines. Our current distribution is 2,100 paid circulation, including some national and international subscribers, and we know that many subscribers share their copies with others. The *Quebec Chronicle-Telegraph* is also sold at select newsstands in Quebec City. Our six annual special editions reach three times our usual distribution and readership, specifically because these editions are distributed to the students at English-language schools in the greater Quebec City area and their families.

REACH:

- 21,000 monthly website visitors
- 20,000+ print readers (potential reach)
- 7,500+ print readers (measurable reach)
- 2,100 paid subscriptions (2013)

PERSONNEL:

Stacie Stanton, *Publisher*
publisher@qctonline.com

Shirley Nadeau, *Copy Editor*
editor@qctonline.com

Advertising Sales Representative
advertising@qctonline.com

WEB RATES

Web ads can be purchased by month or by click (some restrictions apply)

Banner: \$150 per month flat rate.

Big Box: \$150 per month flat rate.

Full Reporting available.

Must have Business online membership

REACH 21,000 READERS MONTHLY



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