

Community Daily Ad Specifications

PROVINCE	MARKET	NEWSPAPER	FORMAT	COLUMNS	LINES	TOTAL LINES	1 COL	2 COL	3 COL	4 COL	5 COL	6 COL	7 COL	8 COL	9 COL	10 COL	TOTAL PAGE WIDTH	TOTAL PAGE DEPTH	NOTES	
Alberta																				
	Fort McMurray	Fort McMurray Saturday Today	B	8	160	1280	1.1875" (1-3/16")	2.5" (2-1/2")	3.8125" (3-13/16")	5.0625" (5-1/16")	6.4375" (6-7/16")	7.75" (7-3/4")	N/A	10.25" (10-1/4")			10.25" (10-1/4")	11.429" (11-1/2")	Ads over 140 lines charged at full depth of 160 lines	
	Fort McMurray	Fort McMurray Today	B	6	300	1800	1.85" (1-7/8")	3.75" (3-3/4")	5.71" (5-11/16")	7.64" (7-5/8")	9.57" (9-9/16")	11.5" (11-1/2")					11.5" (11-1/2")	21.428" (21-1/2")	Ads over 280 lines charged at full depth	
	Grande Prairie	Grande Prairie Daily Herald Tribune	B	6	300	1800	1.85" (1-7/8")	3.75" (3-3/4")	5.71" (5-11/16")	7.64" (7-5/8")	9.57" (9-9/16")	11.5" (11-1/2")					11.5" (11-1/2")	21.428" (21-1/2")	Ads over 280 lines charged at full depth	
Manitoba																				
	Portage la Prairie	Portage Daily Graphic	B	10	300	3000	1.0625" (1-1/16")	2.25" (2-1/4")	3.375" (3-3/8")	4.5625" (4-9/16")	5.6875" (5-11/16")	6.875" (6-7/8")	8.0625" (8-1/16")	9.1875" (9-3/16")	N/A	11.5" (11-1/2")	11.5" (11-1/2")	21.428" (21-1/2")	21.428"	Ads over 280 lines charged at full depth
Ontario																				
	Barrie	Barrie Examiner	B	10	287	2870	1.0625" (1-1/16")	2.25" (2-1/4")	3.375" (3-3/8")	4.5625" (4-9/16")	5.6875" (5-11/16")	6.875" (6-7/8")	8.0625" (8-1/16")	9.1875" (9-3/16")	10.375" (10-3/8")	11.5" (11-1/2")	11.5" (11-1/2")	20.5" (20-1/2")	20.5"	Ads over 280 lines charged at full depth
	Belleville	Belleville Intelligencer	B	10	301	3010	N/A	2.25" (2-1/4")	3.375" (3-3/8")	4.5625" (4-9/16")	5.6875" (5-11/16")	6.875" (6-7/8")	8.0625" (8-1/16")	9.1875" (9-3/16")	N/A	11.5" (11-1/2")	11.5" (11-1/2")	21.428" (21-1/2")	21.428"	Ads over 280 lines charged at full depth
	Brantford	The Brantford Expositor	B	10	287	2870	N/A	2.25" (2-1/4")	3.375" (3-3/8")	4.5625" (4-9/16")	5.6875" (5-11/16")	6.875" (6-7/8")	8.0625" (8-1/16")	9.1875" (9-3/16")	N/A	11.5" (11-1/2")	11.5" (11-1/2")	20.5" (20-1/2")	20.5"	Ads over 280 lines charged at full depth
	Brockville	Recorder & Times	B	10	300	3000	1.0625" (1-1/16")	2.25" (2-1/4")	3.375" (3-3/8")	4.5625" (4-9/16")	5.6875" (5-11/16")	6.875" (6-7/8")	8.0625" (8-1/16")	9.1875" (9-3/16")	N/A	11.5" (11-1/2")	11.5" (11-1/2")	21.428" (21-1/2")	21.428"	Ads over 280 lines charged at full depth
	Chatham	Chatham Daily News	B	10	301	3010	1.0625" (1-1/16")	2.25" (2-1/4")	3.375" (3-3/8")	4.5625" (4-9/16")	5.6875" (5-11/16")	6.875" (6-7/8")	8.0625" (8-1/16")	9.1875" (9-3/16")	10.375" (10-3/8")	11.5" (11-1/2")	11.5" (11-1/2")	21.5" (21-1/2")	21.5"	Ads over 280 lines charged at full depth
	Cornwall	Cornwall Standard Freeholder	B	10	287	2870	1.0625" (1-1/16")	2.25" (2-1/4")	3.375" (3-3/8")	4.5625" (4-9/16")	5.6875" (5-11/16")	6.875" (6-7/8")	8.0625" (8-1/16")	9.1875" (9-3/16")	N/A	11.5" (11-1/2")	11.5" (11-1/2")	20.5" (20-1/2")	20.5"	Ads over 280 lines charged at full depth
	Kenora	Daily Miner & News	B	10	300	3000	1.0625" (1-1/16")	2.25" (2-1/4")	3.375" (3-3/8")	4.5625" (4-9/16")	5.6875" (5-11/16")	6.875" (6-7/8")	8.0625" (8-1/16")	9.1875" (9-3/16")	N/A	11.5" (11-1/2")	11.5" (11-1/2")	21.428" (21-1/2")	21.428"	Ads over 280 lines charged at full depth
	Kingston	Kingston Whig Standard	B	10	301	3010	1.0625" (1-1/16")	2.25" (2-1/4")	3.375" (3-3/8")	4.5625" (4-9/16")	5.6875" (5-11/16")	6.875" (6-7/8")	8.0625" (8-1/16")	9.1875" (9-3/16")	10.375" (10-3/8")	11 5/8"	11.5" (11-1/2")	21.428" (21-1/2")	21.428"	Ads over 280 lines charged at full depth
	Niagara Falls	Niagara Falls Review	B	10	287	2870	1.0625" (1-1/16")	2.25" (2-1/4")	3.375" (3-3/8")	4.5625" (4-9/16")	5.6875" (5-11/16")	6.875" (6-7/8")	8.0625" (8-1/16")	9.1875" (9-3/16")	10.375" (10-3/8")	11.5" (11-1/2")	11.5" (11-1/2")	20.5" (20-1/2")	20.5"	Ads over 280 lines charged at full depth
	North Bay	North Bay Nugget	B	10	305	3050	1.0625" (1-1/16")	2.25" (2-1/4")	3.375" (3-3/8")	4.5625" (4-9/16")	5.6875" (5-11/16")	6.875" (6-7/8")	8"	9.125" (9-1/8")	10 5/16"	11.5" (11-1/2")	11.5" (11-1/2")	21.5" (21-1/2")	21.5"	Ads over 275 lines charged at full depth
	Northumberland	Northumberland Today	B	10	301	3010	1.0625" (1-1/16")	2.25" (2-1/4")	3.375" (3-3/8")	4.5625" (4-9/16")	5.6875" (5-11/16")	6.875" (6-7/8")	8.0625" (8-1/16")	9.1875" (9-3/16")	10.375" (10-3/8")	11.5" (11-1/2")	11.5" (11-1/2")	21.5" (21-1/2")	21.5"	Ads over 280 lines charged at full depth
	Orillia	Orillia Packet and Times	B	10	301	3010	1.0625" (1-1/16")	2.25" (2-1/4")	3.375" (3-3/8")	4.5625" (4-9/16")	5.6875" (5-11/16")	6.875" (6-7/8")	8.0625" (8-1/16")	9.1875" (9-3/16")	10.375" (10-3/8")	11.5" (11-1/2")	11.5" (11-1/2")	21.5" (21-1/2")	21.5"	Ads over 280 lines charged at full depth
	Owen Sound	Owen Sound Sun Times	B	10	287	2870	1.0625" (1-1/16")	2.25" (2-1/4")	3.375" (3-3/8")	4.5625" (4-9/16")	5.6875" (5-11/16")	6.875" (6-7/8")	8.0625" (8-1/16")	9.1875" (9-3/16")	10.375" (10-3/8")	11.5" (11-1/2")	11.5" (11-1/2")	20.5" (20-1/2")	20.5"	Ads over 285 lines charged at full depth
	Pembroke	Pembroke Daily Observer	B	10	301	3010	N/A	2.25" (2-1/4")	3.375" (3-3/8")	4.5625" (4-9/16")	5.6875" (5-11/16")	6.875" (6-7/8")	8.0625" (8-1/16")	9.1875" (9-3/16")	N/A	11.5" (11-1/2")	11.5" (11-1/2")	21.5" (21-1/2")	21.5"	Ads over 280 lines charged at full depth
MATERIAL SPECIFICATIONS																				

Community Daily Ad Specifications

PROVINCE	MARKET	NEWSPAPER	FORMAT	COLUMNS	LINES	TOTAL LINES	1 COL	2 COL	3 COL	4 COL	5 COL	6 COL	7 COL	8 COL	9 COL	10 COL	TOTAL PAGE WIDTH	TOTAL PAGE DEPTH	NOTES
Ontario cont'd																			
	Peterborough	The Peterborough Examiner	B	10	287	2870	1.0625" (1-1/16")	2.25" (2-1/4")	3.375" (3-3/8")	4.5625" (4-9/16")	5.6875" (5-11/16")	6.875" (6-7/8")	8.0625" (8-1/16")	9.1875" (9-3/16")	N/A	11.5" (11-1/2")	11.5" (11-1/2")	20.5" (20-1/2")	Ads over 270 lines charged at full depth
	Sarnia	Sarnia Observer	B	10	301	3010	1.0625" (1-1/16")	2.25" (2-1/4")	3.375" (3-3/8")	4.5625" (4-9/16")	5.6875" (5-11/16")	6.875" (6-7/8")	8.0625" (8-1/16")	9.1875" (9-3/16")	10.375" (10-3/8")	11.5" (11-1/2")	11.5" (11-1/2")	21.5" (21-1/2")	Ads over 280 lines charged at full depth
	Sault Ste. Marie	Sault Ste. Marie Star	B	10	301	3010	1"	2.125" (2-1/8")	3.3125" (3-5/16")	4.5" (4-1/2")	5.625" (5-5/8")	6.8125" (6-13/16")	8"	9.125" (9-1/8")	10.3125" (10-5/16")	11.5" (11-1/2")	11.5" (11-1/2")	21.5" (21-1/2")	Ads over 273 lines charged at full depth
	Simcoe	Simcoe Reformer	B	10	301	3010	1.0625" (1-1/16")	2.25" (2-1/4")	3.375" (3-3/8")	4.5625" (4-9/16")	5.6875" (5-11/16")	6.875" (6-7/8")	8.0625" (8-1/16")	9.1875" (9-3/16")	N/A	11.5" (11-1/2")	11.5" (11-1/2")	21.5" (21-1/2")	
	St. Catharines	St. Catharines Standard	B	10	287	2870	1.0625" (1-1/16")	2.25" (2-1/4")	3.375" (3-3/8")	4.5625" (4-9/16")	5.6875" (5-11/16")	6.875" (6-7/8")	8.0625" (8-1/16")	9.1875" (9-3/16")	10.375" (10-3/8")	11.5" (11-1/2")	11.5" (11-1/2")	20.5" (20-1/2")	Ads over 270 lines charged at full depth
	St. Thomas	Times Journal	T	9	160	1440	1.0625" (1-1/16")	2.25" (2-1/4")	3.375" (3-3/8")	4.5625" (4-9/16")	5.6875" (5-11/16")	6.875" (6-7/8")	8.0625" (8-1/16")	9.1875" (9-3/16")	10.375" (10-3/8")		10.375" (10-3/8")	11.429" (11-1/2")	Ads over 140 lines charged at full depth of 160 lines
	St. Thomas	Times Journal Extra	T	9	160	1440	1.0625" (1-1/16")	2.25" (2-1/4")	3.375" (3-3/8")	4.5625" (4-9/16")	5.6875" (5-11/16")	6.875" (6-7/8")	8.0625" (8-1/16")	9.1875" (9-3/16")	10.375" (10-3/8")		10.375" (10-3/8")	11.429" (11-1/2")	Ads over 140 lines charged at full depth of 160 lines
	Stratford	Beacon Herald	B	10	286	2860	1.0625" (1-1/16")	2.25" (2-1/4")	3.375" (3-3/8")	4.5625" (4-9/16")	5.6875" (5-11/16")	6.875" (6-7/8")	8.0625" (8-1/16")	9.1875" (9-3/16")	N/A	11.5" (11-1/2")	11.5" (11-1/2")	20.5" (20-1/2")	
	Sudbury	Sudbury Star	B	10	301	3010	1.15" (1-1/8")	2.3" (2-5/16")	3.45" (3-7/16")	4.6" (4-5/8")	5.75" (5-3/4")	6.875" (6-7/8")	8.0625" (8-1/16")	9.1875" (9-3/16")	10.375" (10-3/8")	11.5" (11-1/2")	11.5" (11-1/2")	21.5" (21-1/2")	Ads over 280 lines charged at full depth
	Timmins	Timmins Daily Press	B	10	301	3010	1.0625" (1-1/16")	2.25" (2-1/4")	3.375" (3-3/8")	4.5625" (4-9/16")	5.6875" (5-11/16")	6.875" (6-7/8")	8.0625" (8-1/16")	9.1875" (9-3/16")	N/A	11.5" (11-1/2")	11.5" (11-1/2")	21.5" (21-1/2")	Ads over 280 lines charged at full depth
	Welland	Welland Tribune	B	10	287	2870	1.0625" (1-1/16")	2.25" (2-1/4")	3.375" (3-3/8")	4.5625" (4-9/16")	5.6875" (5-11/16")	6.875" (6-7/8")	8.0625" (8-1/16")	9.1875" (9-3/16")	10.375" (10-3/8")	11.5" (11-1/2")	11.5" (11-1/2")	20.5" (20-1/2")	Ads over 275 lines charged at full depth
	Woodstock	Sentinel-Review	B	10	301	3010	1.0625" (1-1/16")	2.25" (2-1/4")	3.375" (3-3/8")	4.5625" (4-9/16")	5.6875" (5-11/16")	6.875" (6-7/8")	8.0625" (8-1/16")	9.1875" (9-3/16")	N/A	11.5" (11-1/2")	11.5" (11-1/2")	21.5" (21-1/2")	Ads over 280 lines charged at full depth
MATERIAL SPECIFICATIONS																			