

## 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
<b>Alberta</b>																			
	Fort McMurray	<b>Fort McMurray Saturday Today</b>	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	<b>Fort McMurray Today</b>	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	<b>Grande Prairie Daily Herald Tribune</b>	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
<b>Manitoba</b>																			
	Portage la Prairie	<b>Portage Daily Graphic</b>	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")	Ads over 280 lines charged at full depth
<b>Ontario</b>																			
	Barrie	<b>Barrie Examiner</b>	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 280 lines charged at full depth
	Belleville	<b>Belleville Intelligencer</b>	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")	Ads over 280 lines charged at full depth
	Brantford	<b>The Brantford Expositor</b>	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")	Ads over 280 lines charged at full depth
	Brockville	<b>Recorder &amp; Times</b>	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")	Ads over 280 lines charged at full depth
	Chatham	<b>Chatham Daily News</b>	B	10	301	3010	1.125" (1-1/8")	2.25" (2-1/4")	3.375" (3-3/8")	4.5" (4-1/2")	5.625" (5-5/8")	6.75" (6-3/4")	7.875" (7-7/8")	9.1875" (9-3/16")	10.125" (10-1/8")	11.5" (11-1/2")	11.5" (11-1/2")	21.428" (21-1/2")	Ads over 280 lines charged at full depth
	Cornwall	<b>Cornwall Standard Freeholder</b>	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 280 lines charged at full depth
	Kenora	<b>Daily Miner &amp; News</b>	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")	Ads over 280 lines charged at full depth
	Kingston	<b>Kingston Whig Standard</b>	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")	Ads over 280 lines charged at full depth
	Niagara Falls	<b>Niagara Falls Review</b>	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 280 lines charged at full depth
	North Bay	<b>North Bay Nugget</b>	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")	Ads over 275 lines charged at full depth
	Northumberland	<b>Northumberland Today</b>	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
	Orillia	<b>Orillia Packet and Times</b>	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
	Owen Sound	<b>Owen Sound Sun Times</b>	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 285 lines charged at full depth
	Pembroke	<b>Pembroke Daily Observer</b>	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")	Ads over 280 lines charged at full depth

### MATERIAL SPECIFICATIONS

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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
<b>Ontario cont'd</b>																			
	Peterborough	<b>The Peterborough Examiner</b>	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	<b>Sarnia Observer</b>	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	<b>Sault Ste. Marie Star</b>	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	<b>Simcoe Reformer</b>	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	<b>St. Catharines Standard</b>	B	10	287	2870	1"	2.125" (2-1/8")	3.3125" (3-5/16")	4.4375" (4-7/16")	5.625" (5-5/8")	6.8125" (6-13/16")	8"	9.125" (9-1/8")	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
	St. Thomas	<b>Times Journal</b>	T	10	160	1600	0.833" (13/16")	1.933" (1-15/16")	3"	4.033" (4-1/16")	5.083" (5-1/16")	6.133" (6-1/8")	7.183" (7-3/16")	8.233" (8-1/4")	N/A	10.333" (10-5/16")	10.333" (10-5/16")	11.429" (11-1/2")	Ads over 140 lines charged at full depth of 160 lines
	St. Thomas	<b>Times Journal Extra</b>	T	10	160	1600	0.833" (13/16")	1.933" (1-15/16")	3"	4.033" (4-1/16")	5.083" (5-1/16")	6.133" (6-1/8")	7.183" (7-3/16")	8.233" (8-1/4")	N/A	10.333" (10-5/16")	10.333" (10-5/16")	11.429" (11-1/2")	Ads over 140 lines charged at full depth of 160 lines
	Stratford	<b>Beacon Herald</b>	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	<b>Sudbury Star</b>	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	<b>Timmins Daily Press</b>	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	<b>Welland Tribune</b>	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	<b>Sentinel-Review</b>	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
<b>MATERIAL SPECIFICATIONS</b>																			