

## Community Weekly 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>                 |                   |   |        |         |       |             |                 |                   |       |                  |                  |                 |                  |                 |       |                    |                    |                    |   |
|                                | Airdrie           | <b>Airdrie Echo</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" (11-7/16") | Ads over 140 lines charged at full depth of 160 lines |
|                                | Banff             | <b>Banff Crag &amp; Canyon</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" (11-7/16") | Ads over 140 lines charged at full depth of 160 lines |
|                                | Beaumont          | <b>La Nouvelle de Beaumont</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" (11-7/16") | Ads over 140 lines charged at full depth of 160 lines |
|                                | Blairmore         | <b>Crowsnest Pass Promoter</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" (11-7/16") | Ads over 140 lines charged at full depth of 160 lines |
|                                | Camrose           | <b>Camrose Canadian</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" (11-7/16") | Ads over 140 lines charged at full depth of 160 lines |
|                                | Canmore           | <b>Canmore Leader</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" (11-7/16") | Ads over 140 lines charged at full depth of 160 lines |
|                                | Cochrane          | <b>Cochrane Times</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" (11-7/16") | Ads over 140 lines charged at full depth of 160 lines |
|                                | Cold Lake         | <b>Cold Lake Sun</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" (11-7/16") | Ads over 140 lines charged at full depth of 160 lines |
|                                | Devon             | <b>Devon Dispatch News</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" (11-7/16") | Ads over 140 lines charged at full depth of 160 lines |
|                                | Drayton Valley    | <b>Drayton Valley Western News Review</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" (11-7/16") | Ads over 140 lines charged at full depth of 160 lines |
|                                | Edmonton          | <b>Edmonton Examiner</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" (11-7/16") | Ads over 140 lines charged at full depth of 160 lines |
|                                | Edson             | <b>Edson Leader</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" (11-7/16") | Ads over 140 lines charged at full depth of 160 lines |
|                                | Edson             | <b>Edson Towne and Country</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" (11-7/16") | Ads over 140 lines charged at full depth of 160 lines |
|                                | Edson             | <b>Edson West Country 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" (11-7/16") | Ads over 140 lines charged at full depth of 160 lines |
|                                | Fairview          | <b>Fairview Post</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" (11-7/16") | Ads over 140 lines charged at full depth of 160 lines |
|                                | Fort Saskatchewan | <b>Fort Saskatchewan Record</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" (11-7/16") | Ads over 140 lines charged at full depth of 160 lines |
|                                | Grande Prairie    | <b>Peace Country Sun</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" (11-7/16") | Ads over 140 lines charged at full depth of 160 lines |
|                                | Hanna             | <b>Hanna Herald</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" (11-7/16") | Ads over 140 lines charged at full depth of 160 lines |
|                                | High River        | <b>High River Times</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" (11-7/16") | Ads over 140 lines charged at full depth of 160 lines |
|                                | Hinton            | <b>Hinton Parklander</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" (11-7/16") | Ads over 140 lines charged at full depth of 160 lines |
| <b>MATERIAL SPECIFICATIONS</b> |                   |   |        |         |       |             |                 |                   |       |                  |                  |                 |                  |                 |       |                    |                    |                    |   |

## Community Weekly 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 cont'd</b>          |                 |                                       |        |         |       |             |                    |                      |       |                     |                     |                    |                     |                    |       |                       |                       |                       |   |
|                                | Lacombe         | <b>Lacombe Globe</b>                  | T      | 10      | 160   | 1600        | 0.833"<br>(13/16") | 1.933"<br>(1-15/16") | 3"    | 4.033"<br>(4-1/16") | 5.083"<br>(5-1/16") | 6.133"<br>(6-1/8") | 7.183"<br>(7-3/16") | 8.233"<br>(8-1/4") | N/A   | 10.333"<br>(10-5/16") | 10.333"<br>(10-5/16") | 11.429"<br>(11-7/16") | Ads over 140 lines charged at full depth of 160 lines |
|                                | Leduc           | <b>County Market</b>                  | T      | 10      | 160   | 1600        | 0.833"<br>(13/16") | 1.933"<br>(1-15/16") | 3"    | 4.033"<br>(4-1/16") | 5.083"<br>(5-1/16") | 6.133"<br>(6-1/8") | 7.183"<br>(7-3/16") | 8.233"<br>(8-1/4") | N/A   | 10.333"<br>(10-5/16") | 10.333"<br>(10-5/16") | 11.429"<br>(11-7/16") | Ads over 140 lines charged at full depth of 160 lines |
|                                | Leduc           | <b>Homes Plus Real Estate Section</b> | T      | 10      | 160   | 1600        | 0.833"<br>(13/16") | 1.933"<br>(1-15/16") | 3"    | 4.033"<br>(4-1/16") | 5.083"<br>(5-1/16") | 6.133"<br>(6-1/8") | 7.183"<br>(7-3/16") | 8.233"<br>(8-1/4") | N/A   | 10.333"<br>(10-5/16") | 10.333"<br>(10-5/16") | 11.429"<br>(11-7/16") | Ads over 140 lines charged at full depth of 160 lines |
|                                | Leduc           | <b>Leduc Representative</b>           | T      | 10      | 160   | 1600        | 0.833"<br>(13/16") | 1.933"<br>(1-15/16") | 3"    | 4.033"<br>(4-1/16") | 5.083"<br>(5-1/16") | 6.133"<br>(6-1/8") | 7.183"<br>(7-3/16") | 8.233"<br>(8-1/4") | N/A   | 10.333"<br>(10-5/16") | 10.333"<br>(10-5/16") | 11.429"<br>(11-7/16") | Ads over 140 lines charged at full depth of 160 lines |
|                                | Lloydminster    | <b>Lloydminster Meridian Booster</b>  | T      | 10      | 160   | 1600        | 0.833"<br>(13/16") | 1.933"<br>(1-15/16") | 3"    | 4.033"<br>(4-1/16") | 5.083"<br>(5-1/16") | 6.133"<br>(6-1/8") | 7.183"<br>(7-3/16") | 8.233"<br>(8-1/4") | N/A   | 10.333"<br>(10-5/16") | 10.333"<br>(10-5/16") | 11.429"<br>(11-7/16") | Ads over 140 lines charged at full depth of 160 lines |
|                                | Mayerthorpe     | <b>Freelancer</b>                     | T      | 10      | 160   | 1600        | 0.833"<br>(13/16") | 1.933"<br>(1-15/16") | 3"    | 4.033"<br>(4-1/16") | 5.083"<br>(5-1/16") | 6.133"<br>(6-1/8") | 7.183"<br>(7-3/16") | 8.233"<br>(8-1/4") | N/A   | 10.333"<br>(10-5/16") | 10.333"<br>(10-5/16") | 11.429"<br>(11-7/16") | Ads over 140 lines charged at full depth of 160 lines |
|                                | Nanton          | <b>Nanton News</b>                    | T      | 10      | 160   | 1600        | 0.833"<br>(13/16") | 1.933"<br>(1-15/16") | 3"    | 4.033"<br>(4-1/16") | 5.083"<br>(5-1/16") | 6.133"<br>(6-1/8") | 7.183"<br>(7-3/16") | 8.233"<br>(8-1/4") | N/A   | 10.333"<br>(10-5/16") | 10.333"<br>(10-5/16") | 11.429"<br>(11-7/16") | Ads over 140 lines charged at full depth of 160 lines |
|                                | Peace River     | <b>Peace River Record Gazette</b>     | T      | 10      | 160   | 1600        | 0.833"<br>(13/16") | 1.933"<br>(1-15/16") | 3"    | 4.033"<br>(4-1/16") | 5.083"<br>(5-1/16") | 6.133"<br>(6-1/8") | 7.183"<br>(7-3/16") | 8.233"<br>(8-1/4") | N/A   | 10.333"<br>(10-5/16") | 10.333"<br>(10-5/16") | 11.429"<br>(11-7/16") | Ads over 140 lines charged at full depth of 160 lines |
|                                | Pincher Creek   | <b>Pincher Creek Echo</b>             | T      | 10      | 160   | 1600        | 0.833"<br>(13/16") | 1.933"<br>(1-15/16") | 3"    | 4.033"<br>(4-1/16") | 5.083"<br>(5-1/16") | 6.133"<br>(6-1/8") | 7.183"<br>(7-3/16") | 8.233"<br>(8-1/4") | N/A   | 10.333"<br>(10-5/16") | 10.333"<br>(10-5/16") | 11.429"<br>(11-7/16") | Ads over 140 lines charged at full depth of 160 lines |
|                                | Sherwood Park   | <b>Sherwood Park News</b>             | T      | 10      | 160   | 1600        | 0.833"<br>(13/16") | 1.933"<br>(1-15/16") | 3"    | 4.033"<br>(4-1/16") | 5.083"<br>(5-1/16") | 6.133"<br>(6-1/8") | 7.183"<br>(7-3/16") | 8.233"<br>(8-1/4") | N/A   | 10.333"<br>(10-5/16") | 10.333"<br>(10-5/16") | 11.429"<br>(11-7/16") | Ads over 140 lines charged at full depth of 160 lines |
|                                | Spruce Grove    | <b>Spruce Grove Examiner</b>          | T      | 10      | 160   | 1600        | 0.833"<br>(13/16") | 1.933"<br>(1-15/16") | 3"    | 4.033"<br>(4-1/16") | 5.083"<br>(5-1/16") | 6.133"<br>(6-1/8") | 7.183"<br>(7-3/16") | 8.233"<br>(8-1/4") | N/A   | 10.333"<br>(10-5/16") | 10.333"<br>(10-5/16") | 11.429"<br>(11-7/16") | Ads over 140 lines charged at full depth of 160 lines |
|                                | Stony Plain     | <b>Stony Plain Reporter</b>           | T      | 10      | 160   | 1600        | 0.833"<br>(13/16") | 1.933"<br>(1-15/16") | 3"    | 4.033"<br>(4-1/16") | 5.083"<br>(5-1/16") | 6.133"<br>(6-1/8") | 7.183"<br>(7-3/16") | 8.233"<br>(8-1/4") | N/A   | 10.333"<br>(10-5/16") | 10.333"<br>(10-5/16") | 11.429"<br>(11-7/16") | Ads over 140 lines charged at full depth of 160 lines |
|                                | Strathmore      | <b>Strathmore Standard</b>            | T      | 10      | 160   | 1600        | 0.833"<br>(13/16") | 1.933"<br>(1-15/16") | 3"    | 4.033"<br>(4-1/16") | 5.083"<br>(5-1/16") | 6.133"<br>(6-1/8") | 7.183"<br>(7-3/16") | 8.233"<br>(8-1/4") | N/A   | 10.333"<br>(10-5/16") | 10.333"<br>(10-5/16") | 11.429"<br>(11-7/16") | Ads over 140 lines charged at full depth of 160 lines |
|                                | Vermilion       | <b>Vermilion Standard</b>             | T      | 10      | 160   | 1600        | 0.833"<br>(13/16") | 1.933"<br>(1-15/16") | 3"    | 4.033"<br>(4-1/16") | 5.083"<br>(5-1/16") | 6.133"<br>(6-1/8") | 7.183"<br>(7-3/16") | 8.233"<br>(8-1/4") | N/A   | 10.333"<br>(10-5/16") | 10.333"<br>(10-5/16") | 11.429"<br>(11-7/16") | Ads over 140 lines charged at full depth of 160 lines |
|                                | Vulcan          | <b>Vulcan Advocate</b>                | T      | 10      | 160   | 1600        | 0.833"<br>(13/16") | 1.933"<br>(1-15/16") | 3"    | 4.033"<br>(4-1/16") | 5.083"<br>(5-1/16") | 6.133"<br>(6-1/8") | 7.183"<br>(7-3/16") | 8.233"<br>(8-1/4") | N/A   | 10.333"<br>(10-5/16") | 10.333"<br>(10-5/16") | 11.429"<br>(11-7/16") | Ads over 140 lines charged at full depth of 160 lines |
|                                | Wetaskiwin      | <b>Wetaskiwin Times - Advertiser</b>  | T      | 10      | 160   | 1600        | 0.833"<br>(13/16") | 1.933"<br>(1-15/16") | 3"    | 4.033"<br>(4-1/16") | 5.083"<br>(5-1/16") | 6.133"<br>(6-1/8") | 7.183"<br>(7-3/16") | 8.233"<br>(8-1/4") | N/A   | 10.333"<br>(10-5/16") | 10.333"<br>(10-5/16") | 11.429"<br>(11-7/16") | Ads over 140 lines charged at full depth of 160 lines |
|                                | Whitecourt      | <b>Whitecourt Star</b>                | T      | 10      | 160   | 1600        | 0.833"<br>(13/16") | 1.933"<br>(1-15/16") | 3"    | 4.033"<br>(4-1/16") | 5.083"<br>(5-1/16") | 6.133"<br>(6-1/8") | 7.183"<br>(7-3/16") | 8.233"<br>(8-1/4") | N/A   | 10.333"<br>(10-5/16") | 10.333"<br>(10-5/16") | 11.429"<br>(11-7/16") | Ads over 140 lines charged at full depth of 160 lines |
| <b>Saskatchewan</b>            |                 |                                       |        |         |       |             |                    |                      |       |                     |                     |                    |                     |                    |       |                       |                       |                       |   |
|                                | Meadow Lake     | <b>Meadow Lake Progress</b>           | T      | 10      | 160   | 1600        | 0.833"<br>(13/16") | 1.933"<br>(1-15/16") | 3"    | 4.033"<br>(4-1/16") | 5.083"<br>(5-1/16") | 6.133"<br>(6-1/8") | 7.183"<br>(7-3/16") | 8.233"<br>(8-1/4") | N/A   | 10.333"<br>(10-5/16") | 10.333"<br>(10-5/16") | 11.429"<br>(11-7/16") | Ads over 140 lines charged at full depth of 160 lines |
|                                | Melfort         | <b>Melfort Journal</b>                | T      | 10      | 160   | 1600        | 0.833"<br>(13/16") | 1.933"<br>(1-15/16") | 3"    | 4.033"<br>(4-1/16") | 5.083"<br>(5-1/16") | 6.133"<br>(6-1/8") | 7.183"<br>(7-3/16") | 8.233"<br>(8-1/4") | N/A   | 10.333"<br>(10-5/16") | 10.333"<br>(10-5/16") | 11.429"<br>(11-7/16") | Ads over 140 lines charged at full depth of 160 lines |
|                                | Melfort/Nipawin | <b>North East Sun</b>                 | T      | 10      | 160   | 1600        | 0.833"<br>(13/16") | 1.933"<br>(1-15/16") | 3"    | 4.033"<br>(4-1/16") | 5.083"<br>(5-1/16") | 6.133"<br>(6-1/8") | 7.183"<br>(7-3/16") | 8.233"<br>(8-1/4") | N/A   | 10.333"<br>(10-5/16") | 10.333"<br>(10-5/16") | 11.429"<br>(11-7/16") | Ads over 140 lines charged at full depth of 160 lines |
|                                | Nipawin         | <b>Nipawin Journal</b>                | T      | 10      | 160   | 1600        | 0.833"<br>(13/16") | 1.933"<br>(1-15/16") | 3"    | 4.033"<br>(4-1/16") | 5.083"<br>(5-1/16") | 6.133"<br>(6-1/8") | 7.183"<br>(7-3/16") | 8.233"<br>(8-1/4") | N/A   | 10.333"<br>(10-5/16") | 10.333"<br>(10-5/16") | 11.429"<br>(11-7/16") | Ads over 140 lines charged at full depth of 160 lines |
| <b>MATERIAL SPECIFICATIONS</b> |                 |                                       |        |         |       |             |                    |                      |       |                     |                     |                    |                     |                    |       |                       |                       |                       |   |

## Community Weekly 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>Manitoba</b>                |   |  |        |         |       |             |                   |                   |                    |                   |                    |                 |                   |                   |                   |                    |                    |                     |   |
|                                | Altona                                    | <b>Altona Red River Valley Echo</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" (11-7/16")  | Ads over 140 lines charged at full depth of 160 lines |
|                                | Beausejour                                | <b>Beausejour, The Review</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" (11-7/16")  | Ads over 140 lines charged at full depth of 160 lines |
|                                | Carman                                    | <b>Carman Valley Leader</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" (11-7/16")  | Ads over 140 lines charged at full depth of 160 lines |
|                                | Interlake (Gimli, Arobrg, Ashern, Lundar) | <b>Interlake Spectator</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" (11-7/16")  | Ads over 140 lines charged at full depth of 160 lines |
|                                | Lac du Bonnet                             | <b>Lac du Bonnet Leader</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" (11-7/16")  | Ads over 140 lines charged at full depth of 160 lines |
|                                | Portage la Prairie                        | <b>Central Manitoba Shopper &amp; News</b> | T      | 6       | 200   | 1200        | 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")    | 14.285" (14-5/16")  |   |
|                                | Portage la Prairie                        | <b>Herald Leader Press</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" (11-7/16")  | Ads over 140 lines charged at full depth of 160 lines |
|                                | Selkirk                                   | <b>Selkirk 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" (11-7/16")  | Ads over 140 lines charged at full depth of 160 lines |
|                                | Stonewall                                 | <b>Stonewall Argus &amp; Teulon Times</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" (11-7/16")  | Ads over 140 lines charged at full depth of 160 lines |
|                                | Winkler                                   | <b>Morden Times</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" (11-7/16")  | Ads over 140 lines charged at full depth of 160 lines |
|                                | Winkler                                   | <b>Winkler Times</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" (11-7/16")  | Ads over 140 lines charged at full depth of 160 lines |
| <b>Ontario</b>                 |   |  |        |         |       |             |                   |                   |                    |                   |                    |                 |                   |                   |                   |                    |                    |                     |   |
|                                | Amherstburg                               | <b>Amherstburg Echo</b>                    | T      | 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" (11-7/16")  | Ads over 140 lines charged at full depth of 160 lines |
|                                | Bancroft                                  | <b>Bancroft This Week</b>                  | T      | 9       | 158   | 1422        | 0.963" (15/16")   | 2.093" (2-1/16")  | 3.222" (3-1/4")    | 4.352" (4-3/8")   | 5.481" (5-1/2")    | 6.611" (6-5/8") | 7.741" (7-3/4")   | 8.871" (8-7/8")   | 10"               |                    | 10"                | 11.286" (11-5/16")  | Ads over 140 lines charged at full depth of 160 lines |
|                                | Barry's Bay                               | <b>Barry's Bay This Week</b>               | T      | 9       | 158   | 1422        | 0.963" (15/16")   | 2.093" (2-1/16")  | 3.222" (3-1/4")    | 4.352" (4-3/8")   | 5.481" (5-1/2")    | 6.611" (6-5/8") | 7.741" (7-3/4")   | 8.871" (8-7/8")   | 10"               |                    | 10"                | 11.286" (11-5/16")  | Ads over 140 lines charged at full depth of 160 lines |
|                                | Belleville                                | <b>Shoppers Market</b>                     | T      | 9       | 195   | 1755        | 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")  | 13.928" (13-15/16") |   |
|                                | Bradford                                  | <b>Bradford West Gwillimbury Times</b>     | 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" (11-7/16")  | Ads over 140 lines charged at full depth of 160 lines |
|                                | Brantford                                 | <b>Brantford Pennysaver</b>                | T      | 9       | 158   | 1422        | 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")  | 11.286" (11-5/16")  |   |
|                                | Chatham                                   | <b>Chatham Smart Shopper</b>               | T      | 9       | 158   | 1422        | 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")  | 11.286" (11-5/16")  |   |
|                                | Chatham                                   | <b>Chatham This Week</b>                   | T      | 8       | 158   | 1264        | 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")   | 11.286" (11-5/16")  |   |
|                                | Chatham                                   | <b>Today's Farmer</b>                      | T      | 8       | 158   | 1264        | 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")   | 11.286" (11-5/16")  |   |
| <b>MATERIAL SPECIFICATIONS</b> |   |  |        |         |       |             |                   |                   |                    |                   |                    |                 |                   |                   |                   |                    |                    |                     |   |

## Community Weekly 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>Ontario cont'd</b> |                                     |  |        |         |       |             |                   |                   |                    |                   |                    |                   |                   |                   |                    |                 |                    |                     |   |
|                       | Clinton                             | <b>Clinton News Record</b>             | 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" (11-7/16")  | Ads over 140 lines charged at full depth of 160 lines |
|                       | Cochrane                            | <b>Cochrane Times Post</b>             | 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" (11-7/16")  | Ads over 140 lines charged at full depth of 160 lines |
|                       | Cochrane District & James Bay Coast | <b>Northern Voice</b>                  | 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" (11-7/16")  | Ads over 140 lines charged at full depth of 160 lines |
|                       | Collingwood                         | <b>Collingwood Enterprise Bulletin</b> | B      | 10      | 287   | 2870        | 1.0625" (1-1/16") | 2.25" (2-1/4")    | 3.8125" (3-13/16") | 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              |
|                       | Delhi                               | <b>Delhi News Record</b>               | T      | 9       | 161   | 1449        | 1.0625" (1-1/16") | 2.25" (2-1/4")    | 3.375" (3-3/8")    | 4.562" (4-9/16")  | 5.688" (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")  | 11.5" (11-1/2")     | Ads over 140 lines charged at full depth of 161 lines |
|                       | Dresden                             | <b>Leader Spirit</b>                   | T      | 8       | 158   | 1264        | 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")   | 11.285" (11-5/16")  |   |
|                       | Dunnville                           | <b>Dunnville Chronicle</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              |
|                       | Elliot Lake                         | <b>Elliot Lake Standard</b>            | T      | 9       | 220   | 1980        | 1"                | 2.1666" (2-3/16") | 3.3333" (3-5/16")  | 4.5092" (4-1/2")  | 5.6665" (5-5/8")   | 6.0854" (6-1/16") | 8"                | 9.1664" (9-3/16") | 10.333" (10-5/16") |                 | 10.333" (10-5/16") | 15.714" (15-11/16") | Ads over 195 lines charged at full depth              |
|                       | Espanola                            | <b>Espanola Mid-North Monitor</b>      | T      | 9       | 220   | 1980        | 1"                | 2.1666" (2-3/16") | 3.3333" (3-5/16")  | 4.5092" (4-1/2")  | 5.6665" (5-5/8")   | 6.0854" (6-1/16") | 8"                | 9.1664" (9-3/16") | 10.333" (10-5/16") |                 | 10.333" (10-5/16") | 15.714" (15-11/16") | Ads over 195 lines charged at full depth              |
|                       | Fort Erie                           | <b>Fort Erie Shopping Times</b>        | T      | 9       | 160   | 1440        | 1.033" (1-1/16")  | 2.25" (2-1/4")    | 3.417" (3-7/16")   | 4.583" (4-5/8")   | 5.75" (5-3/4")     | 6.917" (6-7/8")   | 8.083" (8-1/16")  | 9.25" (9-1/4")    | 10.417" (10-7/16") |                 | 10.417" (10-7/16") | 11.429" (11-7/16")  | Ads over 140 lines charged at full depth of 160 lines |
|                       | Fort Erie                           | <b>Fort Erie Times</b>                 | T      | 9       | 160   | 1440        | 1.033" (1-1/16")  | 2.25" (2-1/4")    | 3.417" (3-7/16")   | 4.583" (4-5/8")   | 5.75" (5-3/4")     | 6.917" (6-7/8")   | 8.083" (8-1/16")  | 9.25" (9-1/4")    | 10.417" (10-7/16") |                 | 10.417" (10-7/16") | 11.429" (11-7/16")  | Ads over 140 lines charged at full depth of 160 lines |
|                       | Frontenac                           | <b>Frontenac This Week</b>             | T      | 9       | 160   | 1440        | 1"                | 2.177" (2-3/16")  | 3.361" (3-3/8")    | 4.528" (4-1/2")   | 5.71" (5-11/16")   | 6.889" (6-7/8")   | 8.071" (8-1/16")  | 9.236" (9-1/4")   | 10.419" (10-7/16") |                 | 10.419" (10-7/16") | 11.429" (11-7/16")  | Ads over 140 lines charged at full depth of 160 lines |
|                       | Gananoque                           | <b>Gananoque Reporter</b>              | T      | 9       | 160   | 1440        | 1.083" (1-1/16")  | 2.25" (2-1/4")    | 3.417" (3-7/16")   | 4.583" (4-9/16")  | 5.75" (5-3/4")     | 6.917" (6-15/16") | 8.083" (8-1/16")  | 9.25" (9-1/4")    | 10.417" (10-7/16") |                 | 10.417" (10-7/16") | 11.429" (11-7/16")  | Ads over 140 lines charged at full depth of 160 lines |
|                       | Goderich                            | <b>Focus Newsmagazine</b>              | 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")  | 12.571" (12-1/2")   | Ads over 140 lines charged at full depth of 160 lines |
|                       | Goderich                            | <b>Signal Star</b>                     | 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" (11-7/16")  | Ads over 140 lines charged at full depth of 160 lines |
|                       | Goderich                            | <b>Supersaver</b>                      | bag    |         |       |             |                   |                   |                    |                   |                    |                   |                   |                   |                    |                 |                    |                     |   |
|                       | Grand Bend                          | <b>Lakeshore Advance</b>               | T      | 8       | 176   | 1408        | 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")   | 12.571" (12-1/2")   |   |
|                       | Guelph                              | <b>Guelph Pennysaver</b>               | T      | 9       | 158   | 1422        | 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")  | 11.285" (11-5/16")  |   |
|                       | Haliburton                          | <b>Haliburton County Echo</b>          | T      | 9       | 160   | 1440        | 0.963" (15/16")   | 2.093" (2-1/16")  | 3.222" (3-1/4")    | 4.352" (4-3/8")   | 5.481" (5-1/2")    | 6.611" (6-5/8")   | 7.741" (7-3/4")   | 8.871" (8-7/8")   | 10"                |                 | 10"                | 11.429" (11-1/2")   | Ads over 140 lines charged at full depth of 160 lines |
|                       | Hanover                             | <b>Hanover Post</b>                    | T      | 9       | 160   | 1440        | 0.963" (15/16")   | 2.093" (2-1/16")  | 3.222" (3-1/4")    | 4.352" (4-3/8")   | 5.481" (5-1/2")    | 6.611" (6-5/8")   | 7.741" (7-3/4")   | 8.871" (8-7/8")   | 10"                |                 | 10"                | 11.429" (11-1/2")   | Ads over 140 lines charged at full depth of 160 lines |
|                       | Ingersoll                           | <b>Ingersoll Times</b>                 | 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" (11-7/16")  | Ads over 140 lines charged at full depth of 160 lines |

**MATERIAL SPECIFICATIONS**

## Community Weekly 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>Ontario cont'd</b> |                               |  |        |         |       |             |                   |                   |                    |                   |                    |                 |                    |                   |                    |                    |                    |                     |   |  |
|                       | Innisfil                      | <b>Innisfil Examiner</b>                       | 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" (11-7/16")  | Ads over 140 lines charged at full depth of 160 lines |  |
|                       | Kapuskasing                   | <b>Le Weekender</b>                            | 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" (11-7/16")  | Ads over 140 lines charged at full depth of 160 lines |  |
|                       | Kapuskasing                   | <b>L'horizon</b>                               | 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" (11-7/16")  | Ads over 140 lines charged at full depth of 160 lines |  |
|                       | Kapuskasing                   | <b>Northern Times</b>                          | 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" (11-7/16")  | Ads over 140 lines charged at full depth of 160 lines |  |
|                       | Kenora                        | <b>Lake of the Woods Enterprise</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" (11-7/16")  | Ads over 140 lines charged at full depth of 160 lines |  |
|                       | Kincardine                    | <b>Kincardine News</b>                         | T      | 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" (11-7/16")  | Ads over 140 lines charged at full depth of 160 lines |  |
|                       | Kingston                      | <b>Kingston Business Outlook</b>               | T      | 9       | 196   | 1764        | N/A               | 2.1875" (2-3/16") | 3.8125" (3-13/16") | 4.4375" (4-7/16") | 5.625" (5-5/8")    | 6.75" (6-3/4")  | 7.9375" (7-15/16") | N/A               | 10.25" (10-1/4")   |                    |                    | 10.25" (10-1/4")    | 14"   | Ads over 186 lines charged at full depth |
|                       | Kingston                      | <b>Kingston This Week</b>                      | T      | 9       | 160   | 1440        | 1"                | 2.177" (2-3/16")  | 3.361" (3-3/8")    | 4.528" (4-1/2")   | 5.71" (5-11/16")   | 6.889" (6-7/8") | 8.071" (8-1/16")   | 9.236" (9-1/4")   | 10.419" (10-7/16") |                    | 10.419" (10-7/16") | 11.429" (11-7/16")  | Ads over 140 lines charged at full depth of 160 lines |  |
|                       | Kirkland Lake                 | <b>Kirkland Lake Northern News</b>             | B      | 10      | 301   | 3010        | N/A               | 2.25" (2-1/4")    | 3.4375" (3-7/16")  | 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 295 lines charged at full depth              |  |
|                       | Kitchener/ Waterloo Cambridge | <b>Kitchener/ Waterloo Pennysaver</b>          | T      | 9       | 158   | 1422        | 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")  | 11.285" (11-5/16")  |   |  |
|                       | Leamington                    | <b>Leamington Post &amp; News</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")    | 21.428" (21-1/2")   |   |  |
|                       | Leamington                    | <b>Leamington Shopper</b>                      | T      | 9       | 176   | 1584        | 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")  | 12.571" (12-1/2")   |   |  |
|                       | Lindsay                       | <b>Lindsay Post</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")     |   |  |
|                       | London                        | <b>Londoner, The</b>                           | 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" (11-7/16")  | Ads over 140 lines charged at full depth of 160 lines |  |
|                       | London                        | <b>London Pennysaver</b>                       | T      | 9       | 161   | 1449        | 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")  | 11.5" (11-1/2")     |   |  |
|                       | Lucknow                       | <b>Lucknow Sentinel</b>                        | T      | 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" (11-7/16")  | Ads over 140 lines charged at full depth of 160 lines |  |
|                       | Markdale                      | <b>Markdale Standard</b>                       | T      | 9       | 192   | 1728        | 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")  | 13.714" (13-11/16") | Ads over 170 lines charged at full depth              |  |
|                       | Midland                       | <b>Midland Free Press/Midland FP This Week</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              |  |
|                       | Minden                        | <b>Minden Times</b>                            | T      | 9       | 160   | 1440        | 0.963" (15/16")   | 2.093" (2-1/16")  | 3.222" (3-1/4")    | 4.352" (4-3/8")   | 5.481" (5-1/2")    | 6.611" (6-5/8") | 7.741" (7-3/4")    | 8.871" (8-7/8")   | 10"                |                    | 10"                | 11.429" (11-1/2")   | Ads over 140 lines charged at full depth of 160 lines |  |
|                       | Mitchell                      | <b>Mitchell Advocate</b>                       | T      | 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" (11-7/16")  | Ads over 140 lines charged at full depth of 160 lines |  |
|                       | Napanee                       | <b>Napanee Guide</b>                           | T      | 9       | 160   | 1440        | 1"                | 2.177" (2-3/16")  | 3.361" (3-3/8")    | 4.528" (4-1/2")   | 5.71" (5-11/16")   | 6.889" (6-7/8") | 8.071" (8-1/16")   | 9.236" (9-1/4")   | 10.419" (10-7/16") |                    | 10.419" (10-7/16") | 11.429" (11-7/16")  | Ads over 140 lines charged at full depth of 160 lines |  |

**MATERIAL SPECIFICATIONS**

## Community Weekly 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>Ontario cont'd</b> |        |                                       |        |         |       |             |                   |                   |                    |                   |                    |                  |                    |                   |                    |                    |                    |                    |   |
| Niagara               |        | <b>International, The</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")    | 21.428" (21-1/2")  | Ads over 280 lines charged at full depth              |
| Niagara               |        | <b>Niagara Advance</b>                | T      | 9       | 160   | 1440        | 1.033" (1-1/16")  | 2.25" (2-1/4")    | 3.417" (3-7/16")   | 4.583" (4-5/8")   | 5.75" (5-3/4")     | 6.917" (6-7/8")  | 8.083" (8-1/16")   | 9.25" (9-1/4")    | 10.417" (10-7/16") |                    | 10.417" (10-7/16") | 11.429" (11-7/16") | Ads over 140 lines charged at full depth of 160 lines |
| Niagara               |        | <b>Niagara Shopping News</b>          | T      | 9       | 160   | 1440        | 1.033" (1-1/16")  | 2.25" (2-1/4")    | 3.417" (3-7/16")   | 4.583" (4-5/8")   | 5.75" (5-3/4")     | 6.917" (6-7/8")  | 8.083" (8-1/16")   | 9.25" (9-1/4")    | 10.417" (10-7/16") |                    | 10.417" (10-7/16") | 11.429" (11-7/16") | Ads over 140 lines charged at full depth of 160 lines |
| Norwich               |        | <b>Norwich Gazette</b>                | 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")  | 11.428" (11-7/16") |   |
| Ottawa                |        | <b>Ottawa Pennysaver</b>              | T      | 10      | 176   | 1760        | 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") | 12.57" (12-1/2")   |   |
| Paris                 |        | <b>Paris Star</b>                     | T      | 9       | 157   | 1413        | 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")  | 11.214" (11-3/16") |   |
| Pelham                |        | <b>Pelham News</b>                    | T      | 9       | 176   | 1584        | 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")  | 12.571" (12-1/2")  | Ads over 143 lines charged at full depth              |
| Pembroke              |        | <b>Petawawa/Pembroke News</b>         | T      | 9       | 157   | 1413        | 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")  | 11.214" (11-3/16") | Ads over 145 lines charged at full depth              |
| Petrolia              |        | <b>Petrolia Topic</b>                 | T      | 8       | 161   | 1288        | 1.0625" (1-1/16") | 2.465" (2-7/16")  | 3.762" (3-3/4")    | 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")   | 11.5" (11-1/2")    | Ads over 280 lines charged at full depth              |
| Picton                |        | <b>Picton County Weekly News</b>      | T      | 9       | 160   | 1440        | N/A               | 2.183" (2-3/16")  | 3.358" (3-3/8")    | 4.533" (4-9/16")  | 5.708" (5-11/16")  | 6.883" (6-7/8")  | 8.058" (8-1/16")   | 9.233" (9-1/4")   | 10.408" (10-7/16") |                    | 10.408" (10-7/16") | 11.429" (11-1/2")  | Ads over 140 lines charged at full depth of 160 lines |
| Port Colborne         |        | <b>InPort News</b>                    | T      | 9       | 160   | 1440        | 1"                | 2.1667" (2-1/8")  | 3.333" (3-1/3")    | 4.5"              | 5.6667" (5-11/16") | 6.8333" (6-7/8") | 8"                 | 9.1667" (9-1/8")  | 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 |
| Port Elgin            |        | <b>Shoreline-Beacon News</b>          | T      | 9       | 160   | 1440        | 1"                | 2.1667" (2-1/8")  | 3.333" (3-1/3")    | 4.5"              | 5.6667" (5-11/16") | 6.8333" (6-7/8") | 8"                 | 9.1667" (9-1/8")  | 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 |
| Quinte                |        | <b>Community Press (All Editions)</b> | T      | 9       | 160   | 1440        | N/A               | 2.183" (2-3/16")  | 3.358" (3-3/8")    | 4.533" (4-9/16")  | 5.708" (5-11/16")  | 6.883" (6-7/8")  | 8.058" (8-1/16")   | 9.233" (9-1/4")   | 10.408" (10-7/16") |                    | 10.408" (10-7/16") | 11.429" (11-7/16") | Ads over 140 lines charged at full depth of 160 lines |
| Sarnia                |        | <b>Sarnia This Week</b>               | T      | 8       | 158   | 1264        | 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")   | 11.285" (11-5/16") |   |
| Sault Ste. Marie      |        | <b>Sault Ste. Marie This Week</b>     | T      | 9       | 160   | 1440        | 1.0625" (1-1/16") | 2.1875" (2-3/16") | 3.3125" (3-5/16")  | 4.4375" (4-7/16") | 5.625" (5-5/8")    | 6.75" (6-3/4")   | 7.9375" (7-15/16") | 9.1875" (9-3/16") | 10.25" (10-1/4")   |                    | 10.25" (10-1/4")   | 11.429" (11-7/16") | Ads over 140 lines charged at full depth of 160 lines |
| Seaforth              |        | <b>Huron Expositor</b>                | 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" (11-7/16") | Ads over 140 lines charged at full depth of 160 lines |
| Simcoe                |        | <b>Tuesday Times 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")    |   |
| Stratford             |        | <b>Marketplace</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" (21-3/8")  |   |
| Strathroy             |        | <b>Age Dispatch/Focus</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" (11-7/16") | Ads over 140 lines charged at full depth of 160 lines |
| St. Thomas            |        | <b>Elgin County Market</b>            | 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" (11-7/16") | Ads over 140 lines charged at full depth of 160 lines |
| Thorold               |        | <b>Niagara News, Thorold</b>          | T      | 9       | 160   | 1440        | 1.033" (1-1/16")  | 2.25" (2-1/4")    | 3.417" (3-7/16")   | 4.583" (4-5/8")   | 5.75" (5-3/4")     | 6.917" (6-7/8")  | 8.083" (8-1/16")   | 9.25" (9-1/4")    | 10.417" (10-7/16") |                    | 10.417" (10-7/16") | 11.429" (11-7/16") | Ads over 140 lines charged at full depth of 160 lines |

**MATERIAL SPECIFICATIONS**

## Community Weekly 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>Ontario cont'd</b>          |                |   |        |         |       |             |  |                   |                    |                   |                    |                 |                   |                   |                    |                 |                    |                    |   |  |  |  |  |
|                                | Tilbury        | <b>Tilbury &amp; Wheatley This Week</b> | T      | 8       | 161   | 1288        | 1.16" (1-3/16")                            | 2.46" (2-7/16")   | 3.76" (3-3/4")     | 5.06" (5-1/16")   | 6.35" (6-3/8")     | 7.65" (7-5/8")  | 8.95" (8-15/16")  | 10.25" (10-1/4")  |                    |                 | 10.25" (10-1/4")   | 11.5"              | Ads over 140 lines charged at full depth of 160 lines |  |  |  |  |
|                                | Tillsonburg    | <b>Lakeshore Shopper</b>                | 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")  | 11.5"              |   |  |  |  |  |
|                                | Tillsonburg    | <b>Tillsonburg Independent News</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")    | 21.428" (21-1/2")  |   |  |  |  |  |
|                                | Tillsonburg    | <b>Tillsonburg News</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")    | 21.428" (21-1/2")  |   |  |  |  |  |
|                                | Timmins        | <b>Timmins Times</b>                    | 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" (11-7/16") | Ads over 140 lines charged at full depth of 160 lines |  |  |  |  |
|                                | Trenton        | <b>Trenton Trentonian</b>               | T      | 9       | 160   | 1440        | N/A  | 2.183" (2-3/16")  | 3.358" (3-3/8")    | 4.533" (4-9/16")  | 5.708" (5-11/16")  | 6.883" (6-7/8") | 8.058" (8-1/16")  | 9.233" (9-1/4")   | 10.408" (10-7/16") |                 | 10.408" (10-7/16") | 11.429" (11-7/16") | Ads over 140 lines charged at full depth of 160 lines |  |  |  |  |
|                                | Wallaceburg    | <b>Courier Press</b>                    | T      | 8       | 158   | 1264        | 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")   | 11.285" (11-5/16") |   |  |  |  |  |
|                                | Wallaceburg    | <b>Wallaceburg News</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")    | 21.428" (21-1/2")  | Ads over 280 lines charged at full depth              |  |  |  |  |
|                                | West Elgin     | <b>West Elgin Chronicle</b>             | 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" (11-7/16") | Ads over 140 lines charged at full depth of 160 lines |  |  |  |  |
|                                | West Niagara   | <b>West Niagara News</b>                | T      | 9       | 160   | 1440        | 1.033" (1-1/16")                           | 2.25" (2-1/4")    | 3.417" (3-7/16")   | 4.583" (4-5/8")   | 5.75" (5-3/4")     | 6.917" (6-7/8") | 8.083" (8-1/16")  | 9.25" (9-1/4")    | 10.417" (10-7/16") |                 | 10.417" (10-7/16") | 11.429" (11-7/16") | Ads over 140 lines charged at full depth of 160 lines |  |  |  |  |
|                                | Warton         | <b>Warton Echo</b>                      | T      | 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" (11-7/16") | Ads over 140 lines charged at full depth of 160 lines |  |  |  |  |
|                                | Windsor        | <b>Windsor Pennysaver</b>               | T      | 9       | 161   | 1449        | 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")  | 11.5" (11-1/2")    |   |  |  |  |  |
|                                | Woodstock      | <b>Oxford Shopping News</b>             | 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" (11-7/16") |   |  |  |  |  |
|                                | Woodstock      | <b>Woodstock Oxford Review</b>          | 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" (11-7/16") |   |  |  |  |  |
| <b>MATERIAL SPECIFICATIONS</b> |                |   |        |         |       |             |  |                   |                    |                   |                    |                 |                   |                   |                    |                 |                    |                    |   |  |  |  |  |
| <b>Quebec</b>                  |                |   |        |         |       |             |  |                   |                    |                   |                    |                 |                   |                   |                    |                 |                    |                    |   |  |  |  |  |
|                                | Amos, Val D'Or | <b>Le Citoyen Abitibi-Est</b>           | T      | 10      | 162   | 1620        | N/A  | 2.4375" (2-7/16") | N/A                | 4.875" (4-7/8")   | N/A                | 7.5" (7-1/2")   | N/A               | 10"               |                    |                 | 10"                | 11.428" (11-7/16") |   |  |  |  |  |
|                                | Amqui          | <b>L'Avant-Poste</b>                    | T      | 8       | 160   | 1280        | N/A  | 2.4375" (2-7/16") | N/A                | 4.875" (4-7/8")   | N/A                | 7.5" (7-1/2")   | N/A               | 10"               |                    |                 | 10"                | 11.428" (11-7/16") |   |  |  |  |  |
|                                | Asbestos       | <b>Les Actualités</b>                   | T      | 8       | 160   | 1280        | N/A  | 2.4375" (2-7/16") | N/A                | 4.875" (4-7/8")   | N/A                | 7.5" (7-1/2")   | N/A               | 10"               |                    |                 | 10"                | 11.428" (11-7/16") |   |  |  |  |  |
|                                | Asomption      | <b>L'Écrivain Public (Bi-Monthly)</b>   | T      | 7       | 140   | 980         | Please contact your client representative. |                   |                    |                   |                    |                 |                   |                   |                    |                 |                    |                    |   |  |  |  |  |
|                                | Baie-Comeau    | <b>Plein Jour de Baie-Comeau</b>        | T      | 8       | 160   | 1280        | N/A  | 2.4375" (2-7/16") | N/A                | 4.875" (4-7/8")   | N/A                | 7.5" (7-1/2")   | N/A               | 10"               |                    |                 | 10"                | 11.428" (11-7/16") |   |  |  |  |  |
|                                | Bas St-Laurent | <b>Bas St-Laurent</b>                   | T      | 8       | 160   | 1280        | N/A  | 2.4375" (2-7/16") | N/A                | 4.875" (4-7/8")   | N/A                | 7.5" (7-1/2")   | N/A               | 10"               |                    |                 | 10"                | 11.428" (11-7/16") |   |  |  |  |  |
| <b>MATERIAL SPECIFICATIONS</b> |                |   |        |         |       |             |  |                   |                    |                   |                    |                 |                   |                   |                    |                 |                    |                    |   |  |  |  |  |

## Community Weekly 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>Quebec cont'd</b> |   |  |        |         |       |             |       |                      |       |                    |       |                    |       |                    |       |                    |                     |                       |   |
|                      | Beauport  | <b>Carrefour Beauport-Charlesbourg</b>         | T      | 8       | 175   | 1400        | N/A   | 2.4375"<br>(2-7/16") | N/A   | 4.875"<br>(4-7/8") | N/A   | 7.5"<br>(7-1/2")   | N/A   | 10"                |       |                    | 10"                 | 12.5"<br>(12-1/2")    |   |
|                      | Bellechasse   | <b>Progres de Bellechasse</b>                  | T      | 8       | 160   | 1280        | N/A   | 2.4375"<br>(2-7/16") | N/A   | 4.875"<br>(4-7/8") | N/A   | 7.5"<br>(7-1/2")   | N/A   | 10"                |       |                    | 10"                 | 11.428"<br>(11-7/16") |   |
|                      | Beloil  | <b>L'Oeil Regional</b>                         | T      | 8       | 176   | 1408        | N/A   | 2.4375"<br>(2-7/16") | N/A   | 4.875"<br>(4-7/8") | N/A   | 7.5"<br>(7-1/2")   | N/A   | 10"                |       |                    | 10"                 | 12.571"<br>(12-9/16") |   |
|                      | Beloil, Boucherville, St-Contant  | <b>Sortir (Vivre en Montérégie)</b>            | T      | 8       | 170   | 1360        | N/A   | 2.4375"<br>(2-7/16") | N/A   | 4.875"<br>(4-7/8") | N/A   | 7.5"<br>(7-1/2")   | N/A   | 10"                |       |                    | 10.25"<br>(10-1/4") | 12.14"<br>(12-1/8")   | Effective May 20th this publication will be 8 x 160 |
|                      | Blainville, Ste-Thérèse   | <b>Echo de la Rive-Nord</b>                    | T      | 8       | 160   | 1280        | N/A   | 2.4375"<br>(2-7/16") | N/A   | 4.875"<br>(4-7/8") | N/A   | 7.5"<br>(7-1/2")   | N/A   | 10"                |       |                    | 10"                 | 11.428"<br>(11-7/16") |   |
|                      | Blainville, Ste-Thérèse   | <b>La Voix de Mille Iles</b>                   | T      | 8       | 160   | 1280        | N/A   | 2.4375"<br>(2-7/16") | N/A   | 4.875"<br>(4-7/8") | N/A   | 7.5"<br>(7-1/2")   | N/A   | 10"                |       |                    | 10"                 | 11.428"<br>(11-7/16") |   |
|                      | Boucherville  | <b>La Seigneurie</b>                           | T      | 8       | 176   | 1408        | N/A   | 2.4375"<br>(2-7/16") | N/A   | 4.875"<br>(4-7/8") | N/A   | 7.5"<br>(7-1/2")   | N/A   | 10"                |       |                    | 10"                 | 12.571"<br>(12-9/16") |   |
|                      | Brossard  | <b>Brossard Éclair</b>                         | T      | 8       | 176   | 1408        | N/A   | 2.4375"<br>(2-7/16") | N/A   | 4.875"<br>(4-7/8") | N/A   | 7.5"<br>(7-1/2")   | N/A   | 10"                |       |                    | 10"                 | 12.571"<br>(12-9/16") |   |
|                      | Chambly   | <b>Journal de Chambly</b>                      | T      | 8       | 176   | 1408        | N/A   | 2.4375"<br>(2-7/16") | N/A   | 4.875"<br>(4-7/8") | N/A   | 7.5"<br>(7-1/2")   | N/A   | 10"                |       |                    | 10"                 | 12.571"<br>(12-9/16") |   |
|                      | Chambly, Beloil, St-Bruno, Carignan, St-Basile-le-Grand, Mont St-Hilaire  | <b>Journal L'Action Régionale</b>              | T      | 10      | 176   | 1760        | N/A   | 1.875"<br>(1-7/8")   | N/A   | 3.875"<br>(3-7/8") | N/A   | 5.875"<br>(5-7/8") | N/A   | 7.875"<br>(7-7/8") | N/A   | 9.875"<br>(9-7/8") | 9.875"<br>(9-7/8")  | 12.571"<br>(12-9/16") |   |
|                      | Chandler  | <b>Le Havre</b>                                | T      | 8       | 160   | 1280        | N/A   | 2.4375"<br>(2-7/16") | N/A   | 4.875"<br>(4-7/8") | N/A   | 7.5"<br>(7-1/2")   | N/A   | 10"                |       |                    | 10"                 | 11.428"<br>(11-7/16") |   |
|                      | Chateauguay   | <b>Le Soleil</b>                               | T      | 8       | 196   | 1568        | N/A   | 2.4375"<br>(2-7/16") | N/A   | 4.875"<br>(4-7/8") | N/A   | 7.5"<br>(7-1/2")   | N/A   | 10"                | N/A   |                    | 10.25"<br>(10-1/4") | 14"                   |   |
|                      | Chibougamau   | <b>La Sentinelle</b>                           | T      | 10      | 162   | 1620        | N/A   | 2.4375"<br>(2-7/16") | N/A   | 4.875"<br>(4-7/8") | N/A   | 7.5"<br>(7-1/2")   | N/A   | 10"                |       |                    | 10"                 | 11.428"<br>(11-7/16") |   |
|                      | Chibougamau, Baie-James   | <b>Le Jamésien (first Monday of the month)</b> | T      | 8       | 160   | 1280        | N/A   | 2.4375"<br>(2-7/16") | N/A   | 4.875"<br>(4-7/8") | N/A   | 7.5"<br>(7-1/2")   | N/A   | 10"                |       |                    | 10"                 | 11.428"<br>(11-7/16") |   |
|                      | Chicoutimi, Jonquièrre, La Baie   | <b>Le Réveil</b>                               | T      | 10      | 162   | 1620        | N/A   | 1.875"<br>(1-7/8")   | N/A   | 3.875"<br>(3-7/8") | N/A   | 5.875"<br>(5-7/8") | N/A   | 7.875"<br>(7-7/8") | N/A   | 9.875"<br>(9-7/8") | 9.875"<br>(9-7/8")  | 11.571"<br>(11-9/16") |   |
|                      | Dolbeau   | <b>Le Point</b>                                | T      | 10      | 162   | 1620        | N/A   | 1.875"<br>(1-7/8")   | N/A   | 3.875"<br>(3-7/8") | N/A   | 5.875"<br>(5-7/8") | N/A   | 7.875"<br>(7-7/8") | N/A   | 9.875"<br>(9-7/8") | 9.875"<br>(9-7/8")  | 11.571"<br>(11-9/16") |   |
|                      | Dorion  | <b>1ère Édition</b>                            | T      | 8       | 175   | 1400        | N/A   | 2.4375"<br>(2-7/16") | N/A   | 4.875"<br>(4-7/8") | N/A   | 7.5"<br>(7-1/2")   | N/A   | 10"                | N/A   |                    | 10.25"<br>(10-1/4") | 12.5"<br>(12-1/2")    |   |
|                      | Drummondville   | <b>L'Impact</b>                                | T      | 8       | 225   | 1800        | N/A   | 2.4375"<br>(2-7/16") | N/A   | 4.875"<br>(4-7/8") | N/A   | 7.5"<br>(7-1/2")   | N/A   | 10"                |       |                    | 10.25"<br>(10-1/4") | 16.071"<br>(16-1/16") |   |
|                      | Farnham, Granby, Cowansville (Avenir des Rivières, L'Express, Guide de Farnham, Napierville, St-Jean (Avenir, des Rivières, Coup d'Œil & Régional de St-Jean) | <b>L'Économie</b>                              | T      | 10      | 200   | 2000        | N/A   | 1.875"<br>(1-7/8")   | N/A   | 3.875"<br>(3-7/8") | N/A   | 5.875"<br>(5-7/8") | N/A   | 7.875"<br>(7-7/8") | N/A   | 9.875"<br>(9-7/8") | 9.875"<br>(9-7/8")  | 11.571"<br>(11-9/16") |   |
|                      |   | <b>Le Régional de St-Jean</b>                  | T      | 10      | 200   | 2000        | N/A   | 1.875"<br>(1-7/8")   | N/A   | 3.875"<br>(3-7/8") | N/A   | 5.875"<br>(5-7/8") | N/A   | 7.875"<br>(7-7/8") | N/A   | 9.875"<br>(9-7/8") | 9.875"<br>(9-7/8")  | 11.571"<br>(11-9/16") |   |
|                      | Gaspé   | <b>Le Pharillon</b>                            | T      | 8       | 160   | 1280        | N/A   | 2.4375"<br>(2-7/16") | N/A   | 4.875"<br>(4-7/8") | N/A   | 7.5"<br>(7-1/2")   | N/A   | 10"                |       |                    | 10"                 | 11.428"<br>(11-7/16") |   |
|                      | Gaspésie  | <b>Gaspésie</b>                                | T      | 8       | 160   | 1280        | N/A   | 2.4375"<br>(2-7/16") | N/A   | 4.875"<br>(4-7/8") | N/A   | 7.5"<br>(7-1/2")   | N/A   | 10"                |       |                    | 10"                 | 11.428"<br>(11-7/16") |   |

### MATERIAL SPECIFICATIONS

## Community Weekly 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>Quebec cont'd</b> |  |  |        |         |       |             |       |                   |       |                 |       |                 |       |                 |       |                 |                  |                     |       |
|                      | Huntingdon, Hemmingford  | <b>The Gleaner / La Source</b>                   | T      | 8       | 176   | 1408        | N/A   | 2.4375" (2-7/16") | N/A   | 4.875" (4-7/8") | N/A   | 7.5" (7-1/2")   | N/A   | 10"             |       |                 | 10"              | 12.571" (12-9/16")  |       |
|                      | Ile-des-Soeurs   | <b>Courrier de L'Ile-des-Soeurs</b>              | T      | 12      | 150   | 1800        |       |                   |       |                 |       |                 |       |                 |       |                 |                  | 10.714" (10-11/16") |       |
|                      | Joliette   | <b>Journal de Joliette</b>                       | T      | 8       | 160   | 1280        | N/A   | 2.4375" (2-7/16") | N/A   | 4.875" (4-7/8") | N/A   | 7.5" (7-1/2")   | N/A   | 10"             |       |                 | 10"              | 11.428" (11-7/16")  |       |
|                      | La Malbaie, Baie St-Paul   | <b>Plein Jour Charlevoix</b>                     | T      | 10      | 162   | 1620        | N/A   | 1.875" (1-7/8")   | N/A   | 3.875" (3-7/8") | N/A   | 5.875" (5-7/8") | N/A   | 7.875" (7-7/8") | N/A   | 9.875" (9-7/8") | 9.875" (9-7/8")  | 11.571" (11-9/16")  |       |
|                      | L'Annonciation   | <b>L'Information du Nord, Vallée de la Rouge</b> | T      | 8       | 160   | 1280        | N/A   | 2.4375" (2-7/16") | N/A   | 4.875" (4-7/8") | N/A   | 7.5" (7-1/2")   | N/A   | 10"             |       |                 | 10"              | 11.428" (11-7/16")  |       |
|                      | Lac St-Jean  | <b>Le Point du Lac St-Jean</b>                   | T      | 8       | 160   | 1280        | N/A   | 2.4375" (2-7/16") | N/A   | 4.875" (4-7/8") | N/A   | 7.5" (7-1/2")   | N/A   | 10"             |       |                 | 10"              | 11.428" (11-7/16")  |       |
|                      | Laval  | <b>Echo de Laval</b>                             | T      | 8       | 160   | 1280        | N/A   | 2.4375" (2-7/16") | N/A   | 4.875" (4-7/8") | N/A   | 7.5" (7-1/2")   | N/A   | 10"             |       |                 | 10"              | 11.428" (11-7/16")  |       |
|                      | Laval / 1 Version  | <b>L'Extra de Laval (Monthly)</b>                | T      | 8       | 150   | 1200        | N/A   | 2.4375" (2-7/16") | N/A   | 4.875" (4-7/8") | N/A   | 7.5" (7-1/2")   | N/A   | 10"             |       |                 | 10"              | 10.714" (10-11/16") |       |
|                      | Laval / 6 Versions   | <b>L'Extra de Laval (Monthly)</b>                | T      | 8       | 150   | 1200        | N/A   | 2.4375" (2-7/16") | N/A   | 4.875" (4-7/8") | N/A   | 7.5" (7-1/2")   | N/A   | 10"             |       |                 | 10"              | 10.714" (10-11/16") |       |
|                      | Laval / Chomedey   | <b>Laval News (Bi-Monthly)</b>                   | T      | 8       | 200   | 1600        | N/A   | 2.4375" (2-7/16") | N/A   | 4.875" (4-7/8") | N/A   | 7.5" (7-1/2")   | N/A   | 10"             |       |                 | 10.25" (10-1/4") | 14.285" (14-5/16")  |       |
|                      | Lévis, Charny, St-Romauld  | <b>Peuple Lévis</b>                              | T      | 8       | 160   | 1280        | N/A   | 2.4375" (2-7/16") | N/A   | 4.875" (4-7/8") | N/A   | 7.5" (7-1/2")   | N/A   | 10"             |       |                 | 10"              | 11.428" (11-7/16")  |       |
|                      | Longueuil, St-Lambert, Greenfield Park, St-Hubert, Brossard, Ville | <b>Courrier du Sud</b>                           | T      | 8       | 176   | 1408        | N/A   | 2.4375" (2-7/16") | N/A   | 4.875" (4-7/8") | N/A   | 7.5" (7-1/2")   | N/A   | 10"             |       |                 | 10"              | 12.571" (12-9/16")  |       |
|                      | Lotbinière, Laurier Station  | <b>Peuple Lotbinière</b>                         | T      | 8       | 160   | 1280        | N/A   | 2.4375" (2-7/16") | N/A   | 4.875" (4-7/8") | N/A   | 7.5" (7-1/2")   | N/A   | 10"             |       |                 | 10"              | 11.428" (11-7/16")  |       |
|                      | Magog  | <b>Journal de Magog</b>                          | T      | 8       | 176   | 1408        | N/A   | 2.4375" (2-7/16") | N/A   | 4.875" (4-7/8") | N/A   | 7.5" (7-1/2")   | N/A   | 10"             |       |                 | 10"              | 12.571" (12-9/16")  |       |
|                      | Matane   | <b>La Voix de la Matanie</b>                     | T      | 8       | 160   | 1280        | N/A   | 2.4375" (2-7/16") | N/A   | 4.875" (4-7/8") | N/A   | 7.5" (7-1/2")   | N/A   | 10"             |       |                 | 10"              | 11.428" (11-7/16")  |       |
|                      | Matane   | <b>La Voix Gaspésienne</b>                       | T      | 8       | 160   | 1280        | N/A   | 2.4375" (2-7/16") | N/A   | 4.875" (4-7/8") | N/A   | 7.5" (7-1/2")   | N/A   | 10"             |       |                 | 10"              | 11.428" (11-7/16")  |       |
|                      | Mont-Joli  | <b>L'Information Mont-Jolie</b>                  | T      | 8       | 160   | 1280        | N/A   | 2.4375" (2-7/16") | N/A   | 4.875" (4-7/8") | N/A   | 7.5" (7-1/2")   | N/A   | 10"             |       |                 | 10"              | 11.428" (11-7/16")  |       |
|                      | Mont-Laurier   | <b>Écho de la Lièvre</b>                         | T      | 8       | 160   | 1280        | N/A   | 2.4375" (2-7/16") | N/A   | 4.875" (4-7/8") | N/A   | 7.5" (7-1/2")   | N/A   | 10"             |       |                 | 10"              | 11.428" (11-7/16")  |       |
|                      | Mont-Laurier   | <b>Le Choix</b>                                  | T      | 8       | 160   | 1280        | N/A   | 2.4375" (2-7/16") | N/A   | 4.875" (4-7/8") | N/A   | 7.5" (7-1/2")   | N/A   | 10"             |       |                 | 10"              | 11.428" (11-7/16")  |       |
|                      | Montmagny, L'Islet   | <b>Peuple Côte-Sud</b>                           | T      | 8       | 160   | 1280        | N/A   | 2.4375" (2-7/16") | N/A   | 4.875" (4-7/8") | N/A   | 7.5" (7-1/2")   | N/A   | 10"             |       |                 | 10"              | 11.428" (11-7/16")  |       |
|                      | Montréal   | <b>Nouvelle Parc-Extension News (Bi-Monthly)</b> | T      | 8       | 200   | 1600        | N/A   | 2.4375" (2-7/16") | N/A   | 4.875" (4-7/8") | N/A   | 7.5" (7-1/2")   | N/A   | 10"             |       |                 | 10.25" (10-1/4") | 14.285" (14-5/16")  |       |
|                      | Mont-Tremblant   | <b>L'Information du Nord, Mont-Tremblant</b>     | T      | 8       | 160   | 1280        | N/A   | 2.4375" (2-7/16") | N/A   | 4.875" (4-7/8") | N/A   | 7.5" (7-1/2")   | N/A   | 10"             |       |                 | 10"              | 11.428" (11-7/16")  |       |

**MATERIAL SPECIFICATIONS**

## Community Weekly 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>Quebec cont'd</b> |                                 |  |        |         |       |             |       |                      |       |                      |       |                       |       |                     |       |                    |                     |                       |       |
|                      | Mont-Tremblant                  | <b>Tremblant Express</b>                 | T      | 8       | 170   | 1360        | N/A   | 2.4375"<br>(2-7/16") | N/A   | 4.875"<br>(4-7/8")   | N/A   | 7.5"<br>(7-1/2")      | N/A   | 10"                 |       |                    | 10"                 | 12.143"<br>(12-1/8")  |       |
|                      | New Richmond                    | <b>L'Écho de la Baie</b>                 | T      | 8       | 160   | 1280        | N/A   | 2.4375"<br>(2-7/16") | N/A   | 4.875"<br>(4-7/8")   | N/A   | 7.5"<br>(7-1/2")      | N/A   | 10"                 |       |                    | 10"                 | 11.428"<br>(11-7/16") |       |
|                      | Port-Cartier                    | <b>Le Port-Carquois</b>                  | T      | 8       | 160   | 1280        | N/A   | 2.4375"<br>(2-7/16") | N/A   | 4.875"<br>(4-7/8")   | N/A   | 7.5"<br>(7-1/2")      | N/A   | 10"                 |       |                    | 10"                 | 11.428"<br>(11-7/16") |       |
|                      | Québec, Sillery, Loretteville   | <b>Journal le Carrefour</b>              | T      | 8       | 175   | 1400        | N/A   | 2.4375"<br>(2-7/16") | N/A   | 4.875"<br>(4-7/8")   | N/A   | 7.5"<br>(7-1/2")      | N/A   | 10"                 |       |                    | 10"                 | 12.5"<br>(12-1/2")    |       |
|                      | Repentigny                      | <b>Echo de Repentigny</b>                | T      | 8       | 160   | 1280        | N/A   | 2.4375"<br>(2-7/16") | N/A   | 4.875"<br>(4-7/8")   | N/A   | 7.5"<br>(7-1/2")      | N/A   | 10"                 |       |                    | 10"                 | 11.428"<br>(11-7/16") |       |
|                      | Rimouski                        | <b>Le Progrès-Écho</b>                   | T      | 8       | 160   | 1280        | N/A   | 2.4375"<br>(2-7/16") | N/A   | 4.875"<br>(4-7/8")   | N/A   | 7.5"<br>(7-1/2")      | N/A   | 10"                 |       |                    | 10"                 | 11.428"<br>(11-7/16") |       |
|                      | Rimouski                        | <b>Le Businest (Mensuel)</b>             | T      | 8       | 160   | 1280        | N/A   | 2.4375"<br>(2-7/16") | N/A   | 4.875"<br>(4-7/8")   | N/A   | 7.5"<br>(7-1/2")      | N/A   | 10"                 |       |                    | 10"                 | 11.428"<br>(11-7/16") |       |
|                      | Rimouski                        | <b>Vision Terre et Foret</b>             | T      | 8       | 160   | 1280        | N/A   | 2.4375"<br>(2-7/16") | N/A   | 4.875"<br>(4-7/8")   | N/A   | 7.5"<br>(7-1/2")      | N/A   | 10"                 |       |                    | 10"                 | 11.428"<br>(11-7/16") |       |
|                      | Rimouski                        | <b>Rimouskois</b>                        | T      | 8       | 160   | 1280        | N/A   | 2.4375"<br>(2-7/16") | N/A   | 4.875"<br>(4-7/8")   | N/A   | 7.5"<br>(7-1/2")      | N/A   | 10"                 |       |                    | 10"                 | 11.428"<br>(11-7/16") |       |
|                      | Rivière-du-Loup, Trois-Pistoles | <b>Le St-Laurent Portage</b>             | T      | 8       | 160   | 1280        | N/A   | 2.4375"<br>(2-7/16") | N/A   | 4.875"<br>(4-7/8")   | N/A   | 7.5"<br>(7-1/2")      | N/A   | 10"                 |       |                    | 10"                 | 11.428"<br>(11-7/16") |       |
|                      | Rosemère / Deux-Montagnes       | <b>North Shore News (Bi-Mensuel)</b>     | T      | 8       | 200   | 1600        | N/A   | 2.4375"<br>(2-7/16") | N/A   | 4.875"<br>(4-7/8")   | N/A   | 7.5"<br>(7-1/2")      | N/A   | 10"                 |       |                    | 10.25"<br>(10-1/4") | 14.285"<br>(14-5/16") |       |
|                      | Rouyn-Noranda                   | <b>La Frontière</b>                      | T      | 10      | 162   | 1620        | N/A   | 2.4375"<br>(2-7/16") | N/A   | 4.875"<br>(4-7/8")   | N/A   | 7.5"<br>(7-1/2")      | N/A   | 10"                 |       |                    | 10"                 | 11.428"<br>(11-7/16") |       |
|                      | Rouyn-Noranda, La Sarre         | <b>Le Citoyen Abitibi-Ouest</b>          | T      | 10      | 162   | 1620        | N/A   | 2.4375"<br>(2-7/16") | N/A   | 4.875"<br>(4-7/8")   | N/A   | 7.5"<br>(7-1/2")      | N/A   | 10"                 |       |                    | 10"                 | 11.428"<br>(11-7/16") |       |
|                      | Sept-Îles, Hâvre St-Pierre      | <b>Le Nord-Est</b>                       | T      | 8       | 160   | 1280        | N/A   | 2.4375"<br>(2-7/16") | N/A   | 4.875"<br>(4-7/8")   | N/A   | 7.5"<br>(7-1/2")      | N/A   | 10"                 |       |                    | 10"                 | 11.428"<br>(11-7/16") |       |
|                      | Sherbrooke                      | <b>Journal de Sherbrooke</b>             | T      | 8       | 176   | 1408        | N/A   | 2.4375"<br>(2-7/16") | N/A   | 4.875"<br>(4-7/8")   | N/A   | 7.5"<br>(7-1/2")      | N/A   | 10"                 |       |                    | 10"                 | 12.571"<br>(12-9/16") |       |
|                      | Sorel                           | <b>La Voix de Sorel</b>                  | T      | 8       | 196   | 1568        | N/A   | 2.5"<br>(2-1/2")     | N/A   | 5.0625"<br>(5-1/16") | N/A   | 7.6875"<br>(7-11/16") | N/A   | 10.25"<br>(10-1/4") | N/A   |                    | 10.25"<br>(10-1/4") | 14"                   |       |
|                      | Sorel                           | <b>Les 2 Rives</b>                       | T      | 8       | 176   | 1408        | N/A   | 2.4375"<br>(2-7/16") | N/A   | 4.875"<br>(4-7/8")   | N/A   | 7.5"<br>(7-1/2")      | N/A   | 10"                 |       |                    | 10"                 | 12.571"<br>(12-9/16") |       |
|                      | Ste-Adèle, St-Sauveur           | <b>Journal Pays D'en Haut la Vallée</b>  | T      | 8       | 160   | 1280        | N/A   | 2.4375"<br>(2-7/16") | N/A   | 4.875"<br>(4-7/8")   | N/A   | 7.5"<br>(7-1/2")      | N/A   | 10"                 |       |                    | 10"                 | 11.428"<br>(11-7/16") |       |
|                      | Ste-Agathe                      | <b>L'Information du Nord, Ste-Agathe</b> | T      | 8       | 160   | 1280        | N/A   | 2.4375"<br>(2-7/16") | N/A   | 4.875"<br>(4-7/8")   | N/A   | 7.5"<br>(7-1/2")      | N/A   | 10"                 |       |                    | 10"                 | 11.428"<br>(11-7/16") |       |
|                      | Ste-Anne-des-Monts              | <b>Riverain</b>                          | T      | 10      | 162   | 1620        | N/A   | 1.875"<br>(1-7/8")   | N/A   | 3.875"<br>(3-7/8")   | N/A   | 5.875"<br>(5-7/8")    | N/A   | 7.875"<br>(7-7/8")  | N/A   | 9.875"<br>(9-7/8") | 9.875"<br>(9-7/8")  | 11.571"<br>(11-9/16") |       |
|                      | Ste-Julie                       | <b>L'Information de Ste-Julie</b>        | T      | 8       | 176   | 1408        | N/A   | 2.4375"<br>(2-7/16") | N/A   | 4.875"<br>(4-7/8")   | N/A   | 7.5"<br>(7-1/2")      | N/A   | 10"                 |       |                    | 10"                 | 12.571"<br>(12-9/16") |       |
|                      | Ste-Marie, St-Joseph            | <b>Beauce Média</b>                      | T      | 8       | 160   | 1280        | N/A   | 2.4375"<br>(2-7/16") | N/A   | 4.875"<br>(4-7/8")   | N/A   | 7.5"<br>(7-1/2")      | N/A   | 10"                 |       |                    | 10"                 | 11.428"<br>(11-7/16") |       |

### MATERIAL SPECIFICATIONS

## Community Weekly 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>Quebec cont'd</b>           |                                     |   |        |         |       |             |       |                      |       |                      |       |                       |       |                     |       |        |                     |                       |       |
|                                | St-Bruno                            | <b>Journal de St-Bruno</b>                | T      | 8       | 176   | 1408        | N/A   | 2.4375"<br>(2-7/16") | N/A   | 4.875"<br>(4-7/8")   | N/A   | 7.5"<br>(7-1/2")      | N/A   | 10"                 |       |        | 10"                 | 12.571"<br>(12-9/16") |       |
|                                | St-Contant                          | <b>Le Reflet (La Prairie)</b>             | T      | 8       | 176   | 1408        | N/A   | 2.4375"<br>(2-7/16") | N/A   | 4.875"<br>(4-7/8")   | N/A   | 7.5"<br>(7-1/2")      | N/A   | 10"                 |       |        | 10"                 | 12.571"<br>(12-9/16") |       |
|                                | St-Eustache                         | <b>Echo de St-Eustache</b>                | T      | 8       | 160   | 1280        | N/A   | 2.4375"<br>(2-7/16") | N/A   | 4.875"<br>(4-7/8")   | N/A   | 7.5"<br>(7-1/2")      | N/A   | 10"                 |       |        | 10"                 | 11.428"<br>(11-7/16") |       |
|                                | St-Georges, Beauceville             | <b>Éclairer-Progrès / Beauce Nouvelle</b> | T      | 8       | 160   | 1280        | N/A   | 2.4375"<br>(2-7/16") | N/A   | 4.875"<br>(4-7/8")   | N/A   | 7.5"<br>(7-1/2")      | N/A   | 10"                 |       |        | 10"                 | 11.428"<br>(11-7/16") |       |
|                                | St-Georges, Ste-Marie, Lac Etchemin | <b>Régional de Beauce</b>                 | T      | 8       | 160   | 1280        | N/A   | 2.4375"<br>(2-7/16") | N/A   | 4.875"<br>(4-7/8")   | N/A   | 7.5"<br>(7-1/2")      | N/A   | 10"                 |       |        | 10"                 | 11.428"<br>(11-7/16") |       |
|                                | St-Hyacinthe                        | <b>Le Clairon Régional</b>                | T      | 8       | 200   | 1600        | N/A   | 2.4375"<br>(2-7/16") | N/A   | 4.875"<br>(4-7/8")   | N/A   | 7.5"<br>(7-1/2")      | N/A   | 10"                 |       |        | 10.25"<br>(10-1/4") | 14.285"<br>(14-5/16") |       |
|                                | St-Jérôme                           | <b>L'Écho du Nord</b>                     | T      | 8       | 160   | 1280        | N/A   | 2.4375"<br>(2-7/16") | N/A   | 4.875"<br>(4-7/8")   | N/A   | 7.5"<br>(7-1/2")      | N/A   | 10"                 |       |        | 10"                 | 11.428"<br>(11-7/16") |       |
|                                | St-Jérôme                           | <b>Mirabel</b>                            | T      | 8       | 160   | 1280        | N/A   | 2.4375"<br>(2-7/16") | N/A   | 4.875"<br>(4-7/8")   | N/A   | 7.5"<br>(7-1/2")      | N/A   | 10"                 |       |        | 10"                 | 11.428"<br>(11-7/16") |       |
|                                | Terrebonne, Mascouche               | <b>La Revue</b>                           | T      | 8       | 225   | 1800        | N/A   | 2.4375"<br>(2-7/16") | N/A   | 4.875"<br>(4-7/8")   | N/A   | 7.5"<br>(7-1/2")      | N/A   | 10"                 |       |        | 10.25"<br>(10-1/4") | 16.071"<br>(16-1/16") |       |
|                                | Val D'Or, La Sarre, Matagami        | <b>Écho Abitibien</b>                     | T      | 8       | 160   | 1280        | N/A   | 2.4375"<br>(2-7/16") | N/A   | 4.875"<br>(4-7/8")   | N/A   | 7.5"<br>(7-1/2")      | N/A   | 10"                 |       |        | 10"                 | 11.428"<br>(11-7/16") |       |
|                                | Valleyfield                         | <b>Le Soleil de Valleyfield</b>           | T      | 8       | 176   | 1408        | N/A   | 2.4375"<br>(2-7/16") | N/A   | 4.875"<br>(4-7/8")   | N/A   | 7.5"<br>(7-1/2")      | N/A   | 10"                 |       |        | 10"                 | 12.571"<br>(12-9/16") |       |
|                                | Valleyfield                         | <b>Le Journal St-François</b>             | T      | 8       | 196   | 1568        | N/A   | 2.4375"<br>(2-7/16") | N/A   | 4.875"<br>(4-7/8")   | N/A   | 7.5"<br>(7-1/2")      | N/A   | 10"                 |       |        | 10.25"<br>(10-1/4") | 14"                   |       |
|                                | Ville-Marie, Témiscaming            | <b>Le Reflet (Ville-Marie)</b>            | T      | 10      | 162   | 1620        | N/A   | 2.4375"<br>(2-7/16") | N/A   | 4.875"<br>(4-7/8")   | N/A   | 7.5"<br>(7-1/2")      | N/A   | 10"                 |       |        | 10"                 | 11.428"<br>(11-7/16") |       |
| <b>Other Provinces</b>         |                                     |   |        |         |       |             |       |                      |       |                      |       |                       |       |                     |       |        |                     |                       |       |
|                                | Campbellton, NB                     | <b>L'Aviron</b>                           | T      | 8       | 160   | 1280        | N/A   | 2.4375"<br>(2-7/16") | N/A   | 4.875"<br>(4-7/8")   | N/A   | 7.5"<br>(7-1/2")      | N/A   | 10"                 |       |        | 10"                 | 11.428"<br>(11-7/16") |       |
|                                | Hawkesbury, Lachute, ON             | <b>Le / The Regional</b>                  | T      | 8       | 200   | 1600        | N/A   | 2.5"<br>(2-1/2")     |       | 5.0625"<br>(5-1/16") |       | 7.6875"<br>(7-11/16") |       | 10.25"<br>(10-1/4") |       |        | 10.25"<br>(10-1/4") | 14.285"<br>(14-5/16") |       |
| <b>MATERIAL SPECIFICATIONS</b> |                                     |   |        |         |       |             |       |                      |       |                      |       |                       |       |                     |       |        |                     |                       |       |