

AD thescope RATES

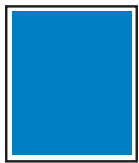
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(709) 693-5028

Effective June 2010



AD SIZE	1x		4x		8x		12x	
	B&W	Colour	B&W	Colour	B&W	Colour	B&W	Colour
Full Page	\$1280	\$1600	\$1216	\$1520	\$1152	\$1440	\$1088	\$1360
3/4 Vertical & Horizontal	\$960	\$1200	\$912	\$1140	\$864	\$1080	\$816	\$1020
9/16 Junior Page	\$720	\$900	\$684	\$855	\$648	\$810	\$612	\$765
1/2 Vertical & Horizontal	\$640	\$800	\$608	\$760	\$576	\$720	\$544	\$680
3/8 Vertical & Horizontal	\$480	\$600	\$456	\$570	\$432	\$540	\$408	\$510
1/4 Vertical/Horizontal/Box	\$320	\$400	\$304	\$380	\$288	\$360	\$272	\$340
3/16 Vertical & Horizontal	\$240	\$300	\$228	\$285	\$216	\$270	\$204	\$255
1/8 Vertical & Horizontal	\$160	\$200	\$152	\$190	\$144	\$180	\$136	\$170
1/16 Teaser	\$80	\$100	\$76	\$95	\$72	\$90	\$68	\$85
Net Rate Per Insertion			5% Off		10% Off		15% Off	

MODULAR PRINT SIZES



FULL PAGE
10.25"W X 12.25"H



3/4 VERTICAL
7.65"W X 12.25"H



3/4 HORIZONTAL
10.25"W X 9.15"H



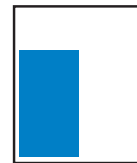
JUNIOR PAGE
7.65"W X 9.15"H



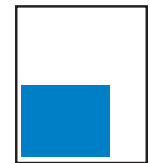
1/2 VERTICAL
5.04"W X 12.25"H



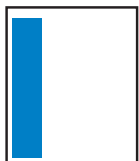
1/2 HORIZONTAL
10.25"W X 6.04"H



3/8 VERTICAL
5.04"W X 9.15"H



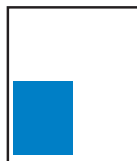
3/8 HORIZONTAL
7.65"W X 6.04"H



1/4 VERTICAL
2.44"W X 12.25"H



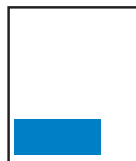
1/4 HORIZONTAL
10.25"W X 2.94"H



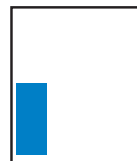
1/4 BOX
5.04"W X 6.04"H



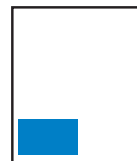
3/16 VERTICAL
2.44"W X 9.15"H



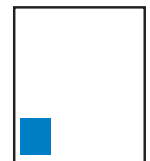
3/16 HORIZONTAL
7.65"W X 2.94"H



1/8 VERTICAL
2.44"W X 6.04"H



1/8 HORIZONTAL
5.04"W X 2.94"H



TEASER
2.44"W X 2.94"H