

TownCryer News

THE FASTEST GROWING LITTLE PUBLICATION AROUND



PUBLISHED BY

TownCryer News
 Box 144, Middle Musquodoboit NS B0N 1X0
 Tel/Fax: 902.384.2751 Email: info@towncryernews.ca
 Web: www.towncryernews.ca

AD RATES

The following ad rates are in effect for January to December 2010 issues. Your ad will appear in black and white in the printed newspaper, and in full colour in the on-line version. Your business advertising dollars generously help fund ad space in TownCryer News for volunteer and non-profit organizations.

FREQUENCY DISCOUNT

A frequency discount of 10 per cent is offered on ads pre-paid and pre-booked to run in two or more consecutive issues.

Ad rates listed below do NOT include Typesetting/Design Fees. See page 2 for details.

NO.	DISPLAY AD SIZE	COLUMNS WIDE	WIDTH	HEIGHT	RATE
1	Mini Block	1	2.4"	2"	\$ 35
2A	1/10 Page (VERT)	1	2.4"	3.8"	\$ 60
2B	1/10 Page (HOR)	2	5.05"	1.8"	\$ 60
3	FRONT PAGE BANNER	2	5.05"	1.8"	\$ 80
4A	1/6 Page (VERT)	1	2.4"	7"	\$ 90
4B	1/6 Page (HOR)	2	5.05"	3.3"	\$ 90
5A	1/4 Page (VERT)	1	2.4"	10"	\$ 120
5B	1/4 Page (HOR)	2	5.05"	4.9"	\$ 120
5C	1/4 Page (HOR)	3	7.7"	3.2"	\$ 120
6	PAGE 6 BANNER	4	10.3"	1.8"	\$ 150
7A	1/2 Page (VERT)	2	5.05"	10"	\$ 210
7B	1/2 Page (HOR)	4	10.3"	4.8"	\$ 210
8	Full Page	4	10.3"	10"	\$ 380

PREMIUM POSITION RATES

Specific ad locations, if requested by the advertiser, are subject to a 25% upcharge, with the exception of #3 and #6.

REAL ESTATE LISTINGS

@ \$15 – up to 30 words (with or without a logo or photo)... OR... submit a display ad in one of the above sizes and place as many listings as will fit into the space (see MECHANICAL REQUIREMENTS FOR DISPLAY ADS on Pg. 2.)

VOLUNTEER/NON-PROFIT DISPLAY ADVERTISING

A 25% discount off our regular rates is offered to registered volunteer and non-profit groups for display advertising. Ask us how you can save money by publishing your newsletters in TownCryer News!

FREQUENCY

TownCryer News is a free monthly publication distributed the first of every month in print and via on-line email subscription. Current and past issues are also available on-line at www.towncryernews.ca.

READERSHIP

When you advertise in TownCryer News, your ad will appear:

- at www.towncryernews.ca web site for 30 days (with a link to your web site);
- in the print version of TownCryer News (see DISTRIBUTION below); and
- in our on-line subscribers' email inboxes.

SUBMISSION DEADLINE

Artwork must reach our office by NOON on the 15th for inclusion in the next publication (the first of the following month).

PAYMENT

Invoices for advertising are DUE UPON RECEIPT. Please make your cheque or money order payable to:

TownCryer News
PO Box 144, Middle Musquodoboit
Nova Scotia B0N 1X0

Tel: 902.384.2751
Email: info@towncryernews.ca
Web: www.towncryernews.ca

DISTRIBUTION (as of February 2010)	PRINT	ON-LINE	TOTAL
Regular Letter Post to Musquodoboit Valley & Town of Stewiacke (including print subscriptions to NF, NS, NB, PE, QC, ON, MB, SK, AB, BC)	2,724		
Email Subscribers (worldwide)		900	
Distributor Locations: (16 distributors in the communities of Middle Musquodoboit, Upper Musquodoboit, Musquodoboit Harbour, Upper Stewiacke, Stewiacke, Sheet Harbour, Shubenacadie, Elmsdale)	426		
TOTAL	3,150	900	4,050

MECHANICAL REQUIREMENTS - DISPLAY ADS

Please submit digital artwork (suitable for black and white printing) in one of the following formats:

1. High resolution PDF (fonts converted to curves)
2. EPS (fonts converted to curves)
3. 300 dpi .JPG or .TIF
4. CorelDRAW files also accepted (with images and fonts included).

TYPESETTING AND DESIGN

Any supplied artwork requiring resizing, typesetting, or manipulation at our end will incur extra design fees to the advertiser.

NEED AN AD CREATED FOR YOU?

Send us your text and graphics and we'll create your ad for you. Please contact info@towncryernews.ca for details and rates.

COPY AND CONTRACT

All advertising is subject to publisher's approval. Advertiser is responsible for the payment of advertising published.

Advertisers assume liability for all content of advertising, printed or on-line, and also assume responsibility for any claims arising therefrom made against the publisher.

Advertisers agree that the publisher shall be under no liability for failure, for any cause, to insert any advertisement. Publisher shall not be liable for any failure to print, publish, or circulate all or any portion of any issue in which an advertisement accepted by publisher is contained, if such failure is due to acts of God, strikes, or other circumstances beyond the publisher's control.

Logos and digital artwork supplied by the advertiser remain the property of the advertiser. Logos and artwork created by TownCryer News for the advertiser remain the property of TownCryer News. No material produced or created by TownCryer News may be reproduced in any form or by any means without the prior written consent of TownCryer News.