

TownCryer News

PUBLISHED BY

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READERSHIP: TownCryer News is distributed the first of each month (February to December inclusive) to subscribers primarily in the Musquodoboit Valley and surrounding communities, and also throughout Nova Scotia and in all provinces across Canada.

AD RATES: The following ad rates are in effect for February to December 2012 issues. Ad rates listed below are subject to HST. Your business advertising dollars generously help fund ad space in TownCryer News for volunteer and non-profit organizations. Invoices for advertising are DUE UPON RECEIPT. Any supplied artwork requiring resizing, typesetting, or manipulation at our end will incur extra design fees to the advertiser.

DON'T HAVE A GRAPHIC ARTIST ON STAFF? Send us your text and graphics and we'll create your ad for you. Contact info@towncryernews.ca for details and rates.



FREQUENCY DISCOUNT:

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

<p>#1 MiniBlock 1.8" x 2.8" \$40</p>	<p>#2 Oversized Business Card 3.9" x 2.2" \$60</p>	<p>#3 1/10 Page 3.9" x 3.4" \$90</p>	<p>#4 Front Page Banner 4.9" x 1.9" \$80</p>	<p>#5A 1/5 Page 3.9" x 6.9" \$135</p>	<p>#5B 1/5 Page 5.9" x 4.5" \$135</p>
<p>#6A 1/4 Page 3.9" x 8.2" \$160</p>	<p>#6B 1/4 Page 5.9" x 5.4" \$160</p>	<p>#6C 1/4 Page 8" x 3.9" \$160</p>	<p>#7A 1/3 Page 5.9" x 7.6" \$210</p>	<p>#7B 1/3 Page 8" x 5.6" \$210</p>	<p>#7C 1/3 Page 10.1" x 4.4" \$210</p>
<p>#8 Half Page 10.1" x 6.6" \$300</p>	<p>#9 Full Page 10.1" x 13.4" \$600</p>	<p>PREMIUM POSITION RATES: Specific ad locations, if requested by the advertiser, are subject to a 25% upcharge, with the exception of #4. SUBMISSION DEADLINE: Artwork must reach our office by NOON on the 15th for inclusion in the next publication (the first of the following month). VOLUNTEER/NON-PROFIT ORGANIZATIONS: 3 OPTIONS 1. Fundraising event details in Calendar of Events - NO CHARGE 2. Submit an article letting the readership know what your group does and encourage new members to join. - NO CHARGE 3. Display advertising - 25% off our regular display advertising rates (above). 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 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.</p>			

SUBMIT YOUR AD (suitable for black and white printing) in one of the following formats:

1. Press quality PDF (fonts converted to curves)
2. EPS (fonts converted to curves)
3. 300 dpi (min.) .JPG or .TIF
4. CorelDRAW files also accepted (with images and fonts attached).