

# THE CASKET

Printing & Publishing Co. (2006) LTD.  
www.thecasket.ca

# Advertising Rates & Sizes

# & Sizes

January 01, 2012

## Advertising Rates

National Net	.91¢ per agate line
Flyer Inserts	\$65 CPM 1-13 per year
	\$60 CPM 14-26 per year
	\$55 CPM 27 and over

## Volume Discounts

Base Rate Net .81¢ per agate line		
Annual Vol.	Discount	Frequency/ Vol.
\$5,000.	.73¢	6 weeks, \$1,200
\$10,000.	.71¢	13 weeks, 2,400
\$20,000.	.68¢	26 weeks, 5,200
\$30,000.	.64¢	52 weeks, 10,400

## Broadsheet Standard Ad Sizes (in inches)

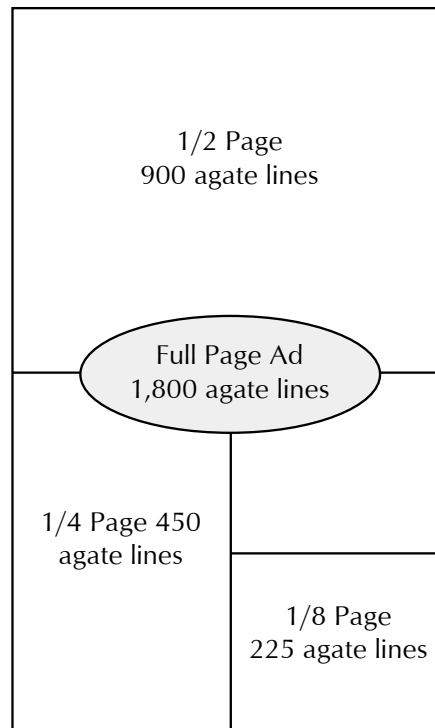
Full Page	11.5 x 21.25	1,800 agate lines
1/2 Page	11.5 x 10.625	900 agate lines
1/4 Page	5.66 x 10.625	450 agate lines
1/8 Page	5.66 x 5.38	225 agate lines

## Colour Net

Full colour	\$400
2 Spot Colors	\$300
1 Spot Color	\$200

## Sharing Colour Net

full Page	n/a
1/2 Page	\$250
1/3 Page	\$200
1/4 Page	\$175
1/8 Page	\$100



## Column Widths

1 column	1.78 inches
2 column	3.72 inches
3 column	5.67 inches
4 column	7.61 inches
5 column	9.56 inches
6 column	11.50 inches

## Contact (902) 863-4370

Mike Hancox	Sales Manager	ext. 233
Dave Roberts	Sale Representative	ext 222
Christine MacGillivray	Sale Representative	ext 221