

THE CASKET

January 2012

& The Quad County EXTRA

Total Combined Distribution of 25,200

Broadsheet (1,800) lines = (11.50"X21¼")

6 columns with 3/16" gutter (1 pica)

ADVERTISING COSTS (before tax)

1 COLUMN	2 COLUMNS	3 COLUMNS
1X28 (1.777"x2") 33.60	2X28 (3.722"x2") 67.20	3X28 (5.666"x2").....100.80
1x35 (1.777"x2½")... 42.00	2x35 (3.722"x2½")....84.00	3X42 5.666"x3").....151.20
1X42 (1.777"x3") 50.40	2X42 (3.722"x3") ... 100.80	3X56 (5.666"x4").....201.60
1X56 (1.777"x4").....67.20	2X56 (3.722"x4") ... 134.40	3X70 (5.666"x5").....252.00
1X70 (1.777"x5") 84.00	2X70 (3.722"x5")....168.00	3X84 (5.666"x6").....302.40
1x75 (1.777"x5¼")... 90.00	2x75 (3.722"x5¼")..180.00	3X100 (5.666"x7").. 360.00
1X84 (1.777"x6")..... 100.80	2X84 (3.722"x6").....201.60	
1X100 (1.777"x7")... 120.00	2X100 (3.722"x7")...240.00	

1/8 page (3X75 = 5.666"x5 3/8")	270.00
¼ page (3X150 = 5.666"x10 5/8")	540.00
1/3 page (3X200 = 5.666"x14¼")	720.00
½ page.....	1080.00
Full page (6X300).....	2160.00

Deadline for all ads: Friday prior to each publication.

If proof required, copy MUST reach our office one week prior to publication.

Box 1300, 88 College Street, Antigonish, N.S. B2G 2L7

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