



# LOCAL CITY FUN



## ADVERTISING RATES

*The yellow highlights back the lowest possible ad rate-comparisons for the size.*

### INCENTIVES: FREQUENCY & SIZE

- Frequency: Three ads are cheaper than one and six beats three.
- Size: A half-page beats a quarter & a full-page beats a half (Pull-outs are cheapest).
- Couplings: 12 months of two pages (teaming frequency & size) is prudent.

### ADVANCE PAYMENT & FORFEITURE

- All ads must be paid in advance (the firm running the presses are cheated too often).
- Frequency requires the first and last month. A portion of the last is forfeited if cancelled.
- If your ad budget is a percentage of gross sales, you should be no problems regarding your budget. If not, you shouldn't advertise.

## FULL AD RATES

Ad Size (One full-page surface is 10" x 16")	Once Only	3 Months	6 Months	12 Months
Slightly Smaller than a Business Card Size ad	\$135.00	\$360 Upfront	\$600 Upfront	\$900 Upfront
1/16 Pg (10" wide 7/8" tall) or (4 7/8" wide 1 7/8" tall)	\$140.00	\$125.00	\$110.00	\$95.00
1/8 Page (10" wide 1 7/8" tall) or (4 7/8" wide 3 7/8" tall)	\$215.00	\$190.00	\$170.00	\$150.00
1/4 Page (10" wide 3 7/8" tall) or (4 7/8" wide 7 7/8" tall)	\$350.00	\$310.00	\$275.00	\$240.00
1/2 Page (10" wide 7 7/8" tall)	\$580.00	\$520.00	\$460.00	\$400.00
3/4 Page (10" wide 11 7/8" tall)	\$870.00	\$780.00	\$690.00	\$700.00
Full Page (10" wide 16" tall)	\$1,050.00	\$950.00	\$850.00	\$750.00
Double-Page Spread	\$1,750.00	\$1,550.00	\$1,400.00	\$1,200.00
Four-Page Pull-Out	\$3,150.00	\$2,800.00	\$2,500.00	\$2,150.00
Eight-Page Pull-Out	\$5,200.00	\$4,700.00	\$4,150.00	\$3,600.00
12-Page Pull-Out	\$9,100.00	\$8,150.00	\$7,200.00	\$6,250.00

### Graphic Design

All advertising rates are based on the client providing the graphic layout of the display ad, ready to place in the newspaper. Otherwise, Local City Fun may be required to charge for designing an ad.

### Positioning & GST

You must add 20 percent to the rates above to place your ad on page 2 or 3 or 4 or 5 or the back page or the inside-back page.

**The G.S.T. (five percent) must be added to the total bill.**

### Colour Cost Extra

Colour adds \$200.00 to the cost. We cannot offer percentage discounts on colour.

However, if another advertiser shares colour on your page, the cost is \$100.00. If three other colour ads: \$50.00.