

ADVERTISING RATES 2009/10

BC INTERIOR & NORTHERN REGION Effective January 1st, 2010



Thompson Publications	Edition Day	Distribution	Format	Full Page Dimensions	Open Rate	Colour Charge	Booking & Material Deadline (by noon)
The Peachland View ~ Peachland and Westbank	Friday	3,500	Tabloid	6 x 203 lines	\$1.01 line	\$100.00	Tues
The Similkameen News Leader ~ Princeton, Tulameen, Hedley, Coalmont, Keremeos	Tuesday	1,250	Tabloid	5 x 196 lines	\$0.57 line	\$125.00	Thurs
The New View in Lake Country ~ Winfield, Oyama, Lake Country	Thursday	5,649	Tabloid	6 x 210 lines	\$0.51 line	.62 colour .73 process	Mon
The North Valley Echo ~ Enderby	Wednesday	1,700	Tabloid	6 x 203 lines	\$0.62 line	\$80.00	Friday
Lumby Valley Times	Friday	2,300	Tabloid	6 x 205 lines	\$0.45 line	\$75.00	Mon
Kootenay Publications							
Invermere Columbia Valley Pioneer	Friday	8,000	Tabloid	6 x 161 lines	\$0.80/line	\$.96/line	7 days prior
Boundary Creek Times Mountaineer ~ Greenwood, Midway, Rock Creek, Westbridge & Bridesville	Thursday	1,000	Tabloid	7 x 196 lines	\$0.96 line	1- \$147.00 2- \$289.00 3- \$401.00	Fri
Northern BC Publications							
Fort Nelson News	Wednesday	2,263	Broadsheet	10 x 300 lines	\$0.72 line	\$150.00	Fri
The Valley Sentinel ~ Valemount, McBride, TeteJaune, Dunster	Wednesday	1,396	Tabloid	6 x 189 lines	\$1.14 line	\$130.00	Thurs
Chetwynd Echo	Friday	1,300	Tabloid	6 x 154 lines	\$0.97 line	\$225.00	Tues
MacKenzie Times	Tuesday	1,000	Tabloid	5 x 140 lines	\$0.86 line	\$189.00 ^(spot) \$315.00 ^(process)	Wed
Okanagan Advisor	Wednesday	2,100	Tabloid	7 x 196 lines	\$0.84 line	\$250.00	Fri
Coastal Publications							
Island Tides Regional ~ South & North Gulf Island, ferry routes, free boxes in East Coast Vancouver Island	every other Thursday	18,000	Tabloid	6 x 224 lines	\$1.59 line	\$2.27 line	8 days prior
Gabriola Sounder	Monday	3,580	Tabloid	6 x 224 lines	\$0.55 line	\$107.00	Thurs

CANWEST COMMUNITY PUBLISHING PRODUCTION

FILE FORMATS

Perferable file format:

PDF from your postscript file.

(ie: EPS distilled to PDF)

Other acceptable formats:

- Indesign CS2

~ Please preflight and package file

- Illustrator (eps) CS2

~ Please outline fonts and embed photos

*Ad should be 100%, no bleeds, no crop marks

Colour:

Colour files must be in CMYK

convert "spot" and RGB colours. Black and White files must be in greyscale, not RGB. All black type must be 100% black.

Fonts:

We cannot accept Multiple Master, True Type/ System or CID fonts.

Embed or outline all fonts listed above. Or use Type 1 fonts only.

SENDING THE FILE

Email:

If the file size does not exceed 5 megabytes, you may send your file via email to: ads@canwestcommunitypublishing.com When emailing your file, please include the Company name, the date(s) the ad will run and the name of the publication(s) the ad is to run in, as well as your contact information.

FTP:

Larger files need to be uploading to an FTP server. Please use an FTP client.

To upload to our FTP site:

Address: [ftp.van.net](ftp://ftp.van.net)

Username: vannot

password is: welcome001

Double click on the folder named LMP Ad Drop and upload file into there.

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