

RAT CREEK PRESS

AD RATES 2011

Code	Description	Width (inches)	Height (inches)	Cost Per Ad				
				1	3+ Save 10%	6+ Save 15%	10+ Save 20%	Non-Profit Save 25%
FP	Full Page	9.75	15.5	\$975	\$877.50	\$828.75	\$780	\$731.25
HP	Half Page	9.75	7.25	\$450	\$405	\$382.50	\$360	\$337.50
TP	Third Page	9.75	5	\$310	\$279	\$263.50	\$248	\$232.50
QP	Quarter Page	9.75	3.75	\$230	\$207	\$195.50	\$184	\$172.50
P3	3 col. x 7.25 inches	5.75	7.25	\$270	\$243	\$229.50	\$216	\$202.50
P2	2 col. x 7.25 inches	3.75	7.25	\$180	\$162	\$153	\$144	\$135
C3	3 col. x 4.25 inches	5.75	4.25	\$160	\$144	\$136	\$128	\$120
C2	2 col. x 4.25 inches	3.75	4.25	\$105	\$94.50	\$89.25	\$84	\$78.75
BCL	Business Card Long	5.75	2	\$75	\$67.50	\$63.75	\$60	\$56.25
BC	Business Card	3.75	2	\$50	\$45	\$42.50	\$40	\$37.50
BN2	Banner	9.75	2	\$125	\$112.50	\$106.25	\$100	\$93.75
BF5	Front Pg FC 5 Col. Banner	9.75	2	\$250	\$225	\$212.50	\$200	\$187.50
BF3	Front Pg FC 3 Col. Banner	5.75	2	\$150	\$135	\$127.50	\$120	\$112.50
BF2	Front Pg FC 2 Col. Banner	3.75	2	\$100	\$90	\$85	\$80	\$75
BNH	Skinny Text Banner	9.75	.5	\$35	\$31.50	\$29.75	\$28	\$26.25

Full Color add 50%

Circulation

Distributed to 13,000 homes, apartments and businesses from 111 Avenue to the Yellowhead from 78 Street to 106 Street. Covers the neighbourhoods of Alberta Avenue, Delton, Eastwood, Elmwood Park, Parkdale, Spruce Avenue and Westwood.

Acceptable File Formats for Ad Submissions

All ads must be provided in high resolution at 300 dpi. Print PDF files are preferred, however, JPEG, TIF or EPS files will be accepted. Text/ads sent in Word, Corel, Publisher or Excel files will have to be rebuilt; additional charges may apply.

Design

Need help creating your ad? Our ad rep and designer can help! Extra charges may apply. A proof will be provided prior to printing and will require approval.

Classifieds

- 25 character title in **BOLD CAPS** + 200 characters (approximately 35 words).
- 1 classified \$25.
- 6 classified credits \$120.
- 12 prepaid classifieds \$180.
- Submit classified at www.ratcreek.org by the 18th for the next month's print issue.

Deadlines

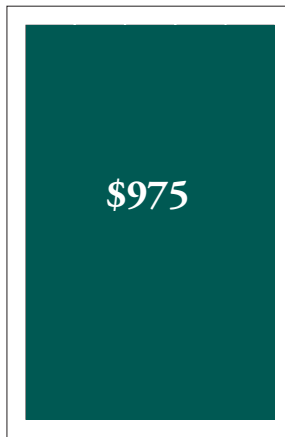
Book your ad by the 15th for the next month's issue. All ad copy or artwork is due by the 18th. Email ad copy to ads@ratcreek.org

For more information

Contact Laurie Tod at 780.479.6285 or ads@ratcreek.org

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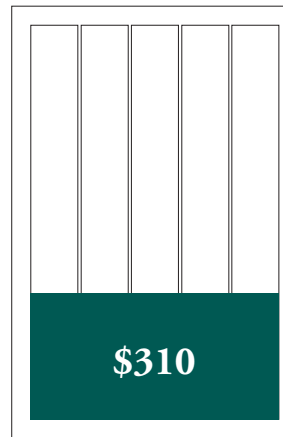
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FP



HP



TP



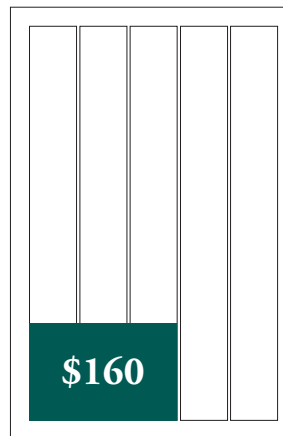
QP



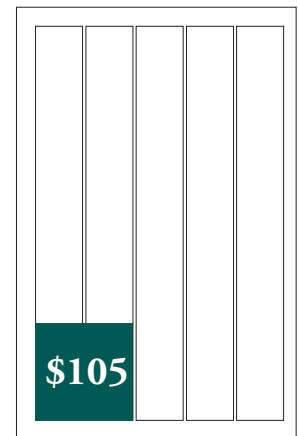
P3



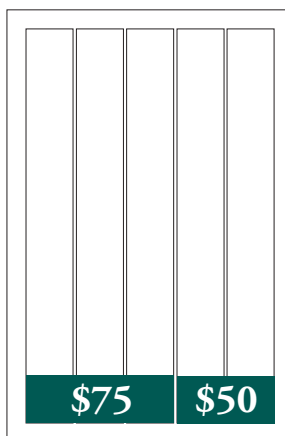
P2



C3

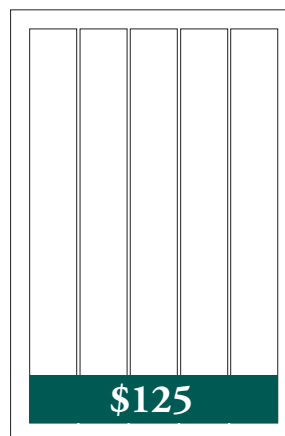


C2

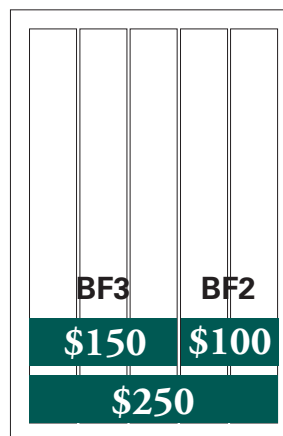


BCL

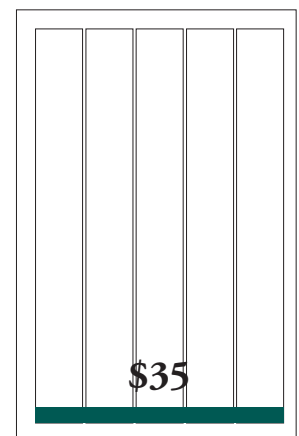
BC



BN2



BF5



BNH