

Published Monday – Saturday

Display Advertising Rate

\$1.22 per line

Frequency Discounts

- 4 insertions – 15% disc. – \$1.04/line
- 13 insertions – 25% disc. – \$.92/line
- 26 insertions – 35% disc. – \$.79/line

Annual volume discounts over \$100,000 available.
 Please call for rates.

Special Advertising

Mega Thursday – 15% premium

Guaranteed positioning is an additional charge of 25%

Colour Rate

- \$265..... One spot colour
- \$450..... Process colour

Mechanical Requirements

Sizing The Daily News (x301 Agate Line Max)

2 column.....	2"
3 column.....	3.0625"
4 column.....	4.09375"
5 column.....	5.15625"
6 column.....	6.1875"
7 column.....	7.25"
8 column.....	8.3125"
10 column.....	10.375"
Double Truck (21 col).....	21.25"

Printing process: Offset, 95 line screen. Progressive proofs requested with full colour material. Legal and auctions on classified format of 8 columns. Column depth 301 agate lines.

TERMS OF PAYMENT:

Payment due upon receipt of invoice. A 1% per month surcharge will apply on overdue accounts.

GENERAL INFORMATION:

- The advertiser agrees that the publisher shall not be liable for damages arising out of errors in advertisements beyond the amount charged for the space actually occupied by the portion of the advertisements in which the error occurred, whether such error is due to negligence of its employees or otherwise... and there shall be no liability for non-insertion of any advertisement.
- Composition charges are applicable for copy set and not used.
- The advertiser agrees to indemnify the publisher against claims arising from publication of any advertisement submitted by the advertiser.

FTP SERVER INFO

www.kamloopsdaily.ca
 User ID: kamloops
 Password: kamloops

FILE FORMATS ACCEPTED:

- PDF format 1.4 version 5 (Press-Quality or X/1-A)
- Photoshop (tiffs/jpgs CMYK) 200 d.p.i. minimum
- InDesign (Mac) - packaged fonts/links

2011/12
ADVERTISING
RATES

Effective: Sept. 1, 2011

YOUR RATE AT A GLANCE

MATERIALS & BOOKING DEADLINE:
48 HOURS PRIOR TO PUBLICATION

FULL PAGE
 10 col x 301 lines

Insertions	Rate
Casual	\$3672.20
4x	\$3130.40
13x	\$2769.20
26x	\$2377.90

HALF PAGE
 10 col x 150 lines
 or 5 col x 301 lines

Insertions	Rate
Casual	\$1836.10
4x	\$1565.20
13x	\$1384.60
26x	\$1188.95

1/3 PAGE
 10 col x 100 lines
 or 4 col x 250 lines

Insertions	Rate
Casual	\$1220.00
4x	\$1040.00
13x	\$920.00
26x	\$790.00

1/4 PAGE
 5 col x 150 lines

Insertions	Rate
Casual	\$915.00
4x	\$780.00
13x	\$690.00
26x	\$592.50

1/8 PAGE
 5 col x 75 lines

Insertions	Rate
Casual	\$457.50
4x	\$390.00
13x	\$345.00
26x	\$296.25

1/16 PAGE
 5 col x 38 lines
 or 3 col x 63 lines

Insertions	Rate
Casual	\$231.80
4x	\$197.60
13x	\$174.80
26x	\$150.10

BUSINESS CARD
 3 col x 30 lines

Insertions	Rate
Casual	\$109.80
4x	\$93.60
13x	\$82.80
26x	\$71.10

BANNER
 10 col x 42 lines

Insertions	Rate
Casual	\$512.40
4x	\$436.80
13x	\$386.40
26x	\$331.80

