

# We Deliver Flyers!

Here's a list of some of our regular customers that trust us with their business:



## Department and major chain stores:

Wal-Mart  
Warehouse One  
Bay  
Sears  
Zellers  
City Furniture  
Canadian Tire  
Andres Audiotelectronics  
Visions Electronics  
Northern Hardware  
JYSK  
Penningtons  
Cotton Ginny  
Reitmans  
Staples/Business Depot  
The Source by Circuit City  
Pine Centre Mall  
Bell  
Mark's Work Wearhouse

## Grocery Stores:

Save On Foods  
Real Canadian Superstore  
M & M Meat Shops  
Extra Foods  
Mr. G

## Home Renovations/Supplies:

Home Depot  
Home Building Centre  
Home Hardware  
Windsor Plywood  
Carpet Doctor  
Color Your World  
Fenron Carpet Cleaning  
Carpet Clinic  
Pro Vac  
Tropical Pool  
Aurora Vacuum  
Eden Spa  
General Paint  
Rona  
Knight Creek Furniture

## Travel/Outdoors/Health:

Shoppers Drug Mart  
Medicine Centre & Evergreen Pharmacy  
BCAA  
Northern Troutfitters  
SportMart  
SportChek  
Jersey City  
Sears Health & Fitness  
Coast Mountain Sports  
Hart Drug Mart  
Nutrition Centres  
PG Cruise Ship Centers  
Travel Alberta  
Pharmasave

## Restaurants:

Tabor Two-for-One Pizza  
KFC  
A&W  
Chicago Deep Dish  
Tim Hortons  
Burger King  
College Heights 2 for 1

## Financial:

Money Concepts  
Canada Trust  
Education:  
University of Northern BC  
College of New Caledonia  
School District No. 57

## Jewellery & Beauty:

Ann Louise  
Ben Moss  
Peoples Jewellers  
Michael Hill Jewellers  
Carters Jewellers  
Jewellers Direct

## Automotive:

Honda  
Chrysler Dealers  
Toyota  
Chev-Olds Dealers  
Pontiac Buick Dealers  
PG Dealers Assoc.  
UAP Napa Automotive  
Ford  
OK Tire  
Kal Tire  
Princess Auto  
Nissan

## Miscellaneous:

Microplay Video  
WD West Photography  
Summit Power Tools  
Royal Lepage Real Estate  
Western Equipment  
Hair Inventions  
Long & McQuade  
BMG Music  
Kraft Foods  
Royal Canadian Mint  
Sprint Canada  
Real Estate Showcase  
Reader's Digest  
National Geographic  
Festival of Trees  
Hagen Pet Products  
Telus  
Bradford Exchange  
AiMHi  
Smart Source  
Shop and Save  
Dell Computers  
Primus Telecommunications  
Blue Jewel Recycling  
Hunniford Flowers  
Little Caesars  
Gingerbread Toys  
Great White  
Your Dollar Store  
Van Horlicks Trophy & Gifts  
Kleen-Aire  
Liquor Depot

## Minimum/Maximum Sizes

Flyer minimum size: 6.5" x 6"  
Flyer maximum size: 12.5" x 11.5"  
Minimum paper weight: Min. 25 lb. bond  
Minimum thickness: .0065"

## Flyer Rates

Up to 99g:	MON-WED \$50/1,000	THUR-SAT \$75/1,000
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Minimum Charge \$500.00

## Overweight Flyers/Catalogues

(Over 99g)

100-199 grams-regular rate plus \$25/1,000  
200-299 grams-regular rate plus \$35/1,000

Quotes available for flyers/catalogues over 300 grams, those requiring special handling (eg. top loads or those not meeting minimum/maximum specifications), or specialty publications. Delivery of catalogues available Monday - Thursday only.

## Receiving

Regular flyers must be received five working days prior to distribution.  
All overweight or specialty flyers/catalogues must be received seven working days prior to distribution date. Distribution date subject to availability and must be confirmed by the Director of Advertising.

Receiving hours:  
Noon - 3:00 pm, Monday to Friday

Warehouse:  
145 Brunswick Street, Prince George, BC V2L 5K3

# 2011-2012 ADVERTISING RATES

Effective September 1, 2011



Print and online...  
We have you covered



THE PRINCE GEORGE CITIZEN

## General Information

- The publisher reserves the right to increase the rate stipulated herein on any contract at any time upon notice in writing. The advertiser reserves the right to cancel the contract at any date upon which a higher rate than that contained herein is made effective by the publisher.
- 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.
- The publisher reserves the right to add the word "Advertisement" to any and all advertisements.
- Advertisements containing more than one firm's name may be charged at the casual rate.
- The advertiser agrees to indemnify the publisher against claims arising from publication of any advertisement submitted by the advertiser.
- The Publisher reserves the right to refuse any advertising.

THE PRINCE GEORGE CITIZEN

679612

Publisher: Hugh Nicholson  
Advertising Director: Lu Verticchio  
Phone: 250.562.2441 | Fax: 250.562.9201  
150 Brunswick Street | Box 5700 Prince George, BC V2L 5K9

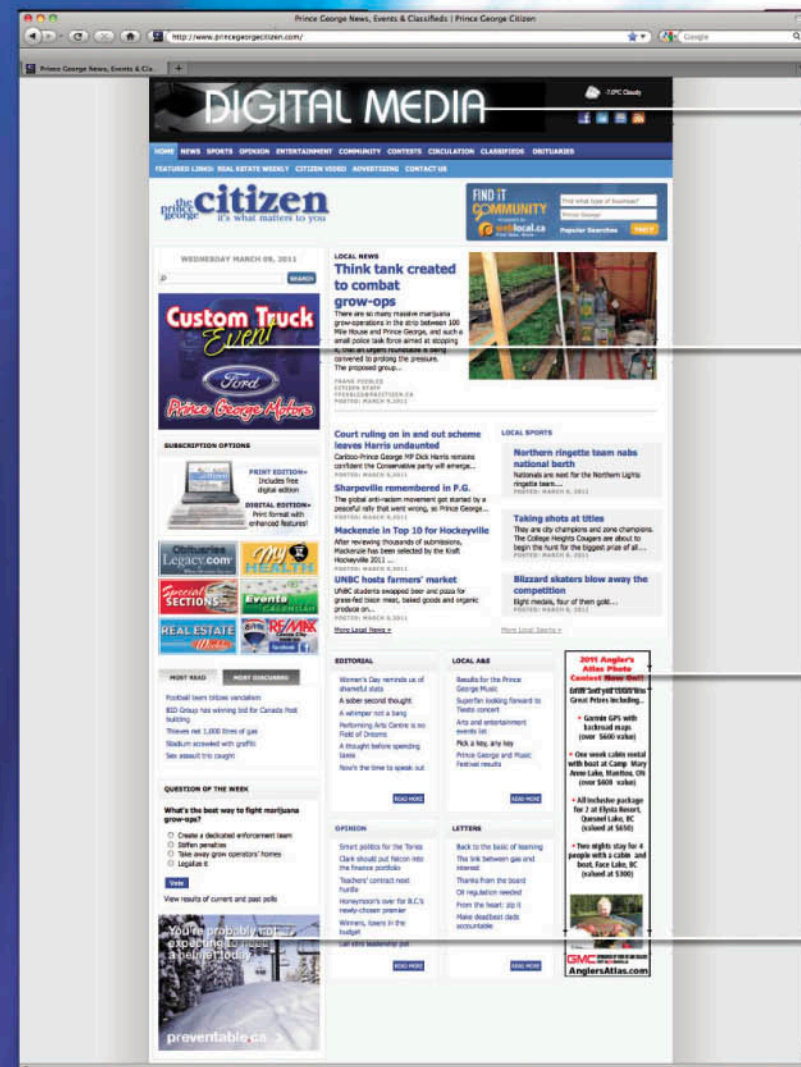
www.pgcitizen.ca

# 2011/2012 Net Advertising Rates

Helping you get noticed worldwide

	Retail Line Rate (10 column)			Classified Line Rate (8 column)		
	Mon - Wed	Thurs	Fri / Sat	Mon - Wed	Thurs	Fri / Sa
Transient	\$1.42	\$1.67	\$1.49	\$1.76	\$2.08	\$1.85
>\$2500	\$1.23	\$1.44	\$1.29	\$1.53	\$1.81	\$1.61
>\$5000	\$1.10	\$1.31	\$1.16	\$1.39	\$1.63	\$1.46
>\$10000	\$1.05	\$1.24	\$1.10	\$1.31	\$1.55	\$1.38
>\$25000	\$0.95	\$1.11	\$1.00	\$1.19	\$1.39	\$1.25
>\$50000	\$0.92	\$1.09	\$0.97	\$1.16	\$1.36	\$1.22
>\$75000	\$0.91	\$1.08	\$0.96	\$1.13	\$1.34	\$1.19
>\$100000	\$0.90	\$1.07	\$0.95	\$1.12	\$1.33	\$1.18
>\$150000	\$0.86	\$1.02	\$0.90	\$1.08	\$1.27	\$1.13
>\$200000	\$0.84	\$0.98	\$0.88	\$1.03	\$1.21	\$1.08
>\$300000	\$0.83	\$0.97	\$0.87	\$1.02	\$1.20	\$1.07

ROP & Classified deadline: 5pm, 3 working days prior to ad run date • Email ad to ads@pgcitizen.ca



top banner

\$500/mth  
Run of Site  
Rotation of 12

left box

\$600/mth  
Run of Site  
Rotation of 12

right rail

\$300/mth  
Run of Site  
Rotation of 12

low box

\$300/mth  
Run of Site  
Rotation of 12



## Special Advertising (Net)

<b>Charitable Organization / Service Clubs</b> .....	\$1.05
<b>"Post It Note"</b> (front page):	
Price includes full colour - Ad size 2 3/8" x 2 3/4"	
1 Insertion .....	\$500
2 or more.....	\$400
<b>Stock Island Ads</b> .....2x50.....	\$95
<b>Ear Lugs</b> .....2x14.....	\$55
<b>Careers</b> <b>Thurs or Sat Careers</b> .....	\$1.85
<b>Thurs to Sat Rollover</b> .....	\$0.93
<b>Thurs and Saturday Rollover to Mon / Tues</b> .....	\$0.85
<b>Guaranteed Positioning</b> .....	25%
<b>Banners</b> 10 col x 35 lines	
Front Page Full Colour 1-10.....	\$680
11-20.....	\$400
21+.....	\$300
All Other Section Fronts 1-10.....	\$580
11-20.....	\$300
21+.....	\$200

**Hanging Banners available on:**

Financial Front Tues - Saturday \$160 (Colour when available \$50)	
Classified Front Monday - Friday \$160 Saturday \$210 inc full colour	
Colour <\$25,000 1 Colour.....	\$400
Full Colour.....	\$550
>\$25,000 1 Colour.....	\$370
Full Colour.....	\$485

## Classified Word Ads

<b>Run Until Sold Word Ads</b> - Starting At.....	\$55.00
<b>Run Until Sold Photo Ads</b> - Starting At.....	\$85.00
<b>Minimum 3 lines</b>	
1 Day.....	\$7.06
7 Days.....	\$36.06
<b>Legals</b> .....	\$2.00
<b>Bargain Corner</b>	
4 Lines - 6 Days	
Under \$500.....	\$13.00
Under \$1000.....	\$32.00
<b>Charitable Organization / Service Clubs</b> .....	\$1.31
<b>Box Reply Service</b> (inc taxes).....	\$48.00
<b>Birth Announcements</b>	
3 Day Announcement + Bundles of Joy Ad.....	\$52.99
<b>Look Who's Celebrating</b>	
2 col x 3" Black and White (inc taxes).....	\$57.00
<b>Funerals and Memorials</b> .....	\$1.53
Minimum Charge.....	\$50.00
Legacy.com online services.....	\$25.00

## ROP & Career Page Dimensions

Column	Inches	Column	Inches
1 column.....	0.917"	8 column.....	8.306"
2 column.....	1.972"	9 column.....	N/A
3 column.....	3.028"	10 column.....	10.417"
4 column.....	4.083"	Double Truck.....	21.333"
5 column.....	5.139"		
6 column.....	6.194"	<b>Page Depth</b> .....	<b>21.333"</b>
7 column.....	7.25"		(301 agate lines)

## Legal & Classifieds Page Dimensions

Column	Inches	Column	Inches
1 column.....	1.181"	6 column.....	7.778"
2 column.....	2.5"	7 column.....	N/A
3 column.....	3.819"	8 column.....	10.417"
4 column.....	5.139"		
5 column.....	6.458"	<b>Page Depth</b> .....	<b>21.333"</b>
			(301 agate lines)

Affordable  
web design  
branding  
social media



citizen web solutions

for more information contact

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